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Exercise #10
27 March 2019

Structure

The websites linked on the page mostly have a clean, minimalistic, and flat design to them. Boxes are few and far between, and are used as links when present. This seems to be a part of the flat design that relies on shape to cue a link, due to a lack of depth effects. The dominant color on most pages is white, as if to avoid any strong emotional responses by including colors. Many portfolios prominently display work samples on the homepage, and this design seems to draw attention more immediately towards the content each professional produced. Other homepages simply have a blurb of introductory text, and thus focus on introducing the professional as a person than a producer of content and solutions.

Rhetorical Concepts

Sophie Gardner uses an interesting approach towards curating the ethos of her portfolio. Each section has one or two sentences of large text that briefly describe relevant parts of her professional career. For instance, some text has hyperlinks to her former employers and some to her CV. With so little content on the page itself, the only content a user can view is text with links to things which help establish her credibility, and this occurs immediately upon visiting her portfolio. In her work section, there are also two cards that link to specific projects Sophie completed in the past. The portfolio's efficient use of content (literally) places her experience front and center.

Style/Language

The language of Sophie Gardner's portfolio is *very* concise. Five simplistic sentences use links to showcase all of her work, and that's pretty much the entirety of her portfolio's content. This design choice contributes to the minimalist design of the portfolio, and the language itself is straightforward and nontechnical. Her contact page reads "Hit me up on Twitter, LinkedIn, or email," which is as informal as her website gets. Otherwise, every other sentence is only somewhat informal.

Conclusion

Considering all of the linked portfolios, I might want to prominently display my writing samples on my homepage, but in a way that maintains the sleek design that I'm looking for. Looking at Sophie Gardner's portfolio, I'm inspired by the lack of content and writing on her page, because it seems like it would complement the design I want for my portfolio. If I could create a similar effect on my portfolio, then the website itself could serve as an example of my ability to create streamlined and efficient content.