Eddie Opara Website Documentation/Design Rationale

When researching Eddie Opara, I quickly realized that he has a very clean and minimal style. He only includes what is necessary and does not add anything more. So, I knew that I wanted to keep my color palette limited as well as keep the design fairly simple as well. I ended up going with a strict black and white color palette within the website. Doing this allows the colors in the images chosen and his works to be even more prominent. I also found an image of Eddie's face that I could use which was in black and white so that made the color palette fit even more than it already did. I could not just use a plain white background, however. It needed something more, even if it was pretty minimal, to add interest to the background. So, I chose this repeating 'dot' texture that Eddie uses in his Queen's Museum sign system, I created my own variation of it in illustrator using the blend tool, as well as made a reverse version and white versions for the footer. I think that this pattern adds interest without becoming overwhelming, and I was able to use this picture in a few different circumstances throughout the site, such as on the main page, each header, and the footer. I wanted the site to have a little bit of interactions, so I had the images on the about, style, and career pages appear while the mouse hovers over the section, as well as having the gallery images increase in size when the mouse hovers over each section. Overall, I am happy with the website I made; I think that it represents Eddie's minimal style well while still being appealing to look at. Which is what I found to be one of the most important aspects of his working style.