



* WORDPRESS, CSS, HTML

AMERICAN WOMAN

<http://americanwoman.co>

AMERICAN WOMAN is Sarah Huny Young's grant-winning portrait and interview series about Black American women. The website, americanwoman.co, is an online version that "houses a thorough synopsis of the project". According to Young, the site "establishes the visual style and branding, provides info to any media outlet that wants to cover my work, and also showcases the work itself as it progresses." Since Young's career history includes web design and front-end development, she designed and built the site herself.

"What I dig most about americanwoman.co", Young mentioned in our email conversation, "is that it's large-format and visually arresting. There was no need for ad space or a plethora of copy, so I was able to be a bit more experimental with the design than I could be for most of my clients." Another feature Young loves: "even as it collapses responsively for mobile and other devices, it doesn't skimp on the artistic integrity."

Thinking ahead to the future, Young plans to turn AMERICAN WOMAN into "an art exhibition and full-length documentary". She is currently running a Patreon (patreon.com/americanwoman) to continue funding the project. Fans can become patrons for as little as \$1.



"Beautiful and snappy on mobile ... I don't feel like I'm looking at a dumbed down experience"

RAFE CHISOLM, PRODUCT DESIGNER AT PANDORA