

Category:
Website Overall

**Bryan Allen Stevenson
School of Excellence
(BASSE)**

92 - Redesign



PROJECT BACKGROUND

The Bryan Allen Stevenson School of Excellence (BASSE) is a free public charter school in Delaware, planning to open in fall 2024.

Prior to this website redesign, Blue Blaze created two subdomain landing pages focused on fundraising and parent sign-ups. These interim solutions helped BASSE secure their charter with the Department of Education, increase funding, and reach parents. This year, we brought all these elements together into a single, branded online presence.

As our first step of this new website, we identified the unique needs of BASSE's core audiences. This informed our approach to the page structure, navigation, content, and features.

For example, visitors can switch from English to Spanish to Haitian-Creole, ensuring access for all the communities the school serves.

The new website also includes a section to guide parents through the school application process and an event calendar.

From a design perspective, Blue Blaze incorporated BASSE's distinctive purple/orange brand colors with dynamic photos to showcase their brand values and personality.

Throughout the website development process, we considered how the site would need to change once the school opened, designing for flexibility and future growth.

SUPPORTING DOCUMENTS

Blue Blaze has submitted the following links in support of this award entry.

1. [New website](#) (URL)
2. [PDF of old website](#) (NOT designed by Blue Blaze)
3. [Private URL of the original Landing Page](#)
[\(Case for Support - Fundraising\)](#)
4. [PDF of old Parent Sign-up Landing Page](#)