

Designing For Tomorrow

Trends to Transform Your School's
Website in 2025



Kelly Wilson

As Director of Creative Services, Kelly leads Finalsité's design team; overseeing the creative process and guiding the team to create beautiful, user-centered websites.

In the 13 years that Kelly has been with Finalsité, she has designed 100+ websites for schools around the world and won over 30 industry design awards. In her spare time she is usually running after her daughters, spending time with her husband and family or upcycling furniture.



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Kealan Duffy

As one of the Creative Managers at Finalsité, Kealan supports our team of award-winning designers in the creation of innovative websites for schools worldwide.

Kealan has a passion for goal-driven design and has been working with schools since 2009 as a designer and consultant to understand their needs and define the creative direction of their website projects.



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Your Website's Design is Important

- A well-designed website is crucial to helping you:
 - Attract prospective families, faculty & staff.
 - Strengthen communications within school life.
 - Connect with and engage your wider community.
- It plays a central role in how your target audience perceives and interacts with your school.
- Behind every great website is a high quality design.
- Bad design is obvious, but good design is often invisible.



Benefits of a Strong Design



Make a positive
first impression



Build trust in your
value proposition



Empower visitors
to achieve their goals



Strengthen engagement
with your content



Optimize for fast loading
& search engines



Increase your
Conversions





Creative Character

*"Personality is the glitter that sends your little gleam across the footlights
and the orchestra pit into that big black space where the audience is."*

Mae West



Case Studies

Central Catholic High School

Central Catholic is a College Preparatory High School of Excellence in the Marist Tradition in Massachusetts, USA; nurturing a forever family of ambitious young men & women.

Design Highlights

- Energetic mobile-first design to engage potential students.
- Bold photography that brings the community to life online.

⇒ <https://www.centralcatholic.net>



Case Studies

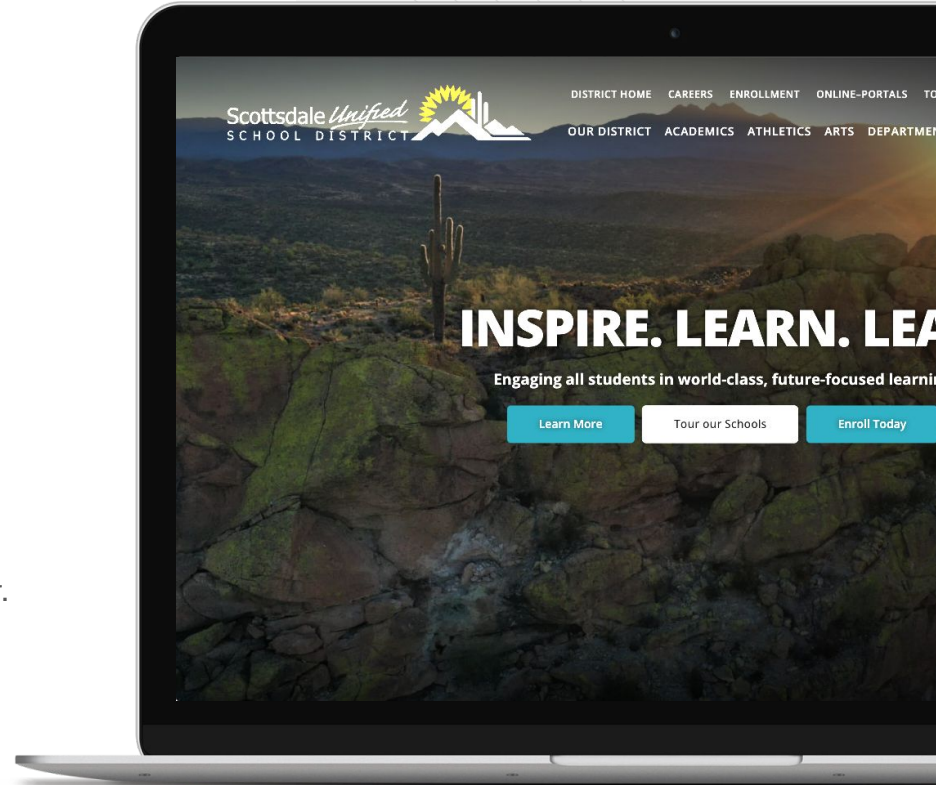
Scottsdale Unified School District

With 22,000 students, the Scottsdale Unified School District (SUSD) has been a premier choice for Pre-K through grade 12 public education for more than 127 years.

Design Highlights

- Vibrant creative direction, unique to the school's character.
- A rich mix of engaging and intuitive homepage features.

⇒ <https://www.susd.org>





Immersive Storytelling

"Sometimes reality is too complex. Stories give it form."

Jean Luc Godard



Case Studies

School Year Abroad

School Year Abroad (SYA) is a nonprofit organization focused on providing immersive study abroad programs to high school students.

Design Highlights

- Engagement through creative storytelling and animation.
- Distinctive content experiences beyond the homepage.
- Expressive use of video, photography & typography.

⇒ <https://www.sya.org>



Case Studies

Westminster Public Schools

Westminster Public Schools is a public school district in southwestern Adams County, Colorado that prides itself on offering a learning environment where education is personal.

Design Highlights

- Purposeful storytelling and persistent calls to action.
- Expressive mix of text, illustration and photography.

⇒ <https://www.wps.org>





Positive User Experience

*"We must design for the way people behave, not for
how we would wish them to behave"*

Don Norman



Case Studies

Rugby School Thailand

Rugby School Thailand is a leading British International School and flagship division of Rugby School, UK. It's ethos centres on giving students the time and space to thrive.

Design Highlights

- Expressive storytelling focused on core brand message.
- Vibrant layouts with succinct, emotionally-rich content.
- Elegant animations that convey progressive character.

⇒ <https://www.rugbyschool.ac.th>



Case Studies

Old Trail School

As the only independent school in the nation located within a national park, Old Trail School offers campers an unforgettable experience on its stunning 62-acre campus and beyond.

Design Highlights

- Playful summer vibe balanced with intuitive navigation.
- Engaging high-quality visuals capture the camp experience.
- Bright, cheerful colors convey energy and excitement.

⇒ <https://summer.oldtrail.org/>





Purposeful Content

"Content precedes design. Design in the absence of content is not design, its decoration."

Jeffrey Zeldman



Case Studies

Ancillae-Assumpta Academy

Ancillae-Assumpta Academy is a nationally recognized private Catholic school open to all learners in preschool through grade 8.

Design Highlights

- Immersive interactivity and dynamic use of motion.
- Expressive use of shape and colour to capture the brand.

⇒ <https://www.ancillae.org/>



Case Studies

The Peck School

The Peck School in New Jersey, USA that inspires children from Kindergarten to 8th grade to learn rigorously, grow in character and lead healthy, productive and principled lives.

Design Highlights

- Creative use of layout, shape and animation to structure story points, both on and beyond the homepage.
- Prominent use of testimonials to reinforce key messages.

⇒ <https://www.peckschool.org/>





Designing For Tomorrow

- Explore trends that help you achieve specific goals.
- Make sure these are right for your audience.
- Capture your school's brand and culture authentically.
- Embrace the added value of a mobile-first approach.
- Take visitors on an immersive journey with focused content & emotionally-rich storytelling.



Discover Further Website Examples

1. Creative Character

- serendipityschool.com
- fortsmithschools.org
- greeleyschools.org

2. Immersive Storytelling

- fettes.com
- birmingham.k12.mi.us
- woodlynde.org

3. Positive User Experience

- readsource.com
- kaukauna.k12.wi.us
- pomfret.org

4. Purposeful Content

- owacityschools.org
- ucls.uchicago.edu
- carrollschool.org



Thank You!

Do you have any questions?



Case Studies

Saint Mary's School

Saint Mary's in Raleigh, North Carolina, is an independent, Episcopal, college-preparatory school dedicated to academic excellence and personal achievement for girls in grades 9-12.

Design Highlights

- Large, visually-engaging features with room to breathe.
- Consistent experience across all devices.
- A well-balanced sense of modernity and tradition.

⇒ <https://www.sms.edu>



Case Studies

Archbishop Hoban High School

Hoban is a Catholic, coeducational high school sponsored by the Brothers of Holy Cross. Since 1953, Hoban has been nurturing the hearts and educating the minds of students.

Design Highlights

- Modern design emphasizes academic excellence and school spirit.
- Intuitive navigation ensures easy access to key information for prospective families.

⇒ <https://www.hoban.org/>

