Gabrielle Gibson
Artist's Statement

The Title IX Office of Virginia State University has asked me to design a new and improved digital application that provides surveillance and security from students' devices around the clock. The Nite Owl app consists of an accurate gps locator, location history, community chatroom with other students at the university, alarm timers, and a direct line to the campus police.

The imagery of the Owl is used as a visual metaphor to being watched at night. Owls are specialized raptors that have eyes and ears designed for accurate location on their quarry. The overall design uses a darker background tone of blue to convey a sense of watchfulness in the night and safety to the users, with warm accent tones to place emphasis on various functions. The repetition of the logo on various pages provides unity and reassurance. The header typography is bold with thin slab serifs to emulate the collegiate tone of the app. The minimal, uncluttered design provides easy access and navigation, especially in emergency situations.