



## Freya Field

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Visual design is an integral component within Eurovision. It plays a crucial role in enhancing the overall performance and conveying the message of an entry. My study examines the use of visual design in Eurovision and emphasises its impact on the competition, surpassing other factors such as politics. By analysing the visual elements of Eurovision performances over the years, including stage design, lighting, costumes, and visual effects, this study demonstrates how visual design can enhance the overall experience of the show and influence the audience's perception of the performance. The research aims to provide evidence to support the argument that visual design plays a crucial role in the success of a Eurovision performance, and to shed light on how it can be used to create memorable moments and convey powerful messages. Through a combination of qualitative and quantitative analysis, my dissertation explores the relationship between visual design and Eurovision, and offers insights into how visual design can be used as a strategic tool to enhance the competitiveness of a Eurovision performance.

To gain reliable and relevant research I interviewed two Eurovision scholars to gather in-depth insights into the role of visual design in the event from their perspective. Scholars who specialise in Eurovision provided valuable perspectives on the visual elements of the event and how it impacts the audience's perception and engagement with the performance. I also conducted a survey of 100 people to see how the general public viewed the contest and what their views were in regards to what they perceived to affect voting the most. I endeavoured to discover which aspects were at the forefront of the public's mind when voting. I found that 86% of people thought that politics played a role within the contest however 81% said that visual design would affect how much they remembered an entry which ultimately will affect how highly they rank each entry. This represents the overall affect that visual design can have within the contest.

### Biography:

Hello! I'm Freya Field, a final year student at Nottingham Trent University studying Furniture and Product Design. After years of watching Eurovision with my friends at home I decided to bring together my love of the contest with my love for design for my research. Therefore, I have focussed my dissertation on the power of visual design within Eurovision and the effect this has on voting. This has been such an interesting topic for me to research as visual design is a huge part of my everyday studies as I have to make a product appealing to its target market which parallels how Eurovision entries have to appeal the audience of Europe.