Eurovision Set in London

Milo & Alex Process Book



GDN3300

Research

Brief (Simplified):

Project
- Design a visual identity system for the **Eurovision Song Contest if it was hosted in London.
- Imagine the UK wins Eurovision again (the last win was in 1997).
- Your goal is to show London in a fresh way, not using the usual clichés like Big Ben or red buses.

Think about:
- How can London's culture, music, and energy be expressed visually for Eurovision?

What You Need To Deliver
- Midway Presentation
- Present 1–2 design ideas to show your concept direction.

Final Presentation
- You will present 4–8 presentation boards (1920 × 1080 px).
- These boards must include the following sections:

The Core Visual Identity
- Your main branding idea.

Concept
- Explain your idea in one sentence.
- Example: Music connects people across borders.
- Logo + Key Visual
- Your main logo

A key visual (KV) that shows how the design looks in use

Visual System
- Show the main elements of your brand:
- Colour palette
- Typography
- Graphic device (patterns, shapes, or design elements used repeatedly)

The Experience
- Show how your design works in real life.
- Examples:
- Stage design (simple sketch)
- City billboards / posters
- Social media posts promoting the event

Merchandise (Physical Items)
- Design 5 branded objects related to the event.
- Examples:
- London Underground Oyster card design
- Artist backstage passes
- Lanyards
- T-shirts
- Event wristbands
- Accessories
- These items should connect your design to London and Eurovision.


London Identity
Flora & Fauna
Wild Flowers
Sycamore trees
Weeds
Botanical Gardens
Owls
Foxes
Pigeons
Windy Roads
Traffic Congestion
Lots of Parks
Free Spaces
Museams
Skateparks
Victorian Architecture
Brickwork
Football Stadiums
Skylines
Skyscrapers
Hardworking populus
Fast Paced
Rich History, with multiple different cultures
Anglo Saxon
British Food
Large cuisines
Michelin Star
Mucky, Grimey
Graffiti Scene
Jamaican Influence
Indifferance
Miserable Attitude
Nightlife
Raves, Clubs
Bad Weather
Rain, Fog, Hail
Pollen

Research Points:

- Competitors (music venues and festivals)
- Visual Trends (for music performance)
- Visuals and Graphics for music (Soundwaves, notes, motion graphics etc...)
- Green Space Usage

Competitors

Bundesvision Song Contest



Intervision Song Contest

AfriMusic Song Contest

Junior Eurovision Song Contest

American Song Contest





Variations

Pan-ArcticVision



Parodies & Spoofs

Boardmasters



Wireless

All Points East



Carnvial

Creamfields

BoomTown



Gala Festival

Festivals



Latitude

Flow Festival

Roskilde



Hideout Festival

Sziget Festival



Venice Carnvial

Oktoberfest

Montreux Jazz

Outlook

Outlook

"Love, Love, Peace, Peace" (2016)



"My Lovely Horse" (Father Ted):





"We Also Wrote A Song" (Dave/Jazz)

Visual Trends

Motion Graphics



Smoke & Fire



High Contrast



Animation



Costume and Performance

Immersive Stage Experiences

Bold Colours

Organic Shapes

Dynamic Lighting



Geometric Shapes

Camp & Spectacle



Bold Colours



National Identity



Iconography

Green Space Usage



Fireworks

Tennis



Beers



Picnics



Cycling





Outdoor Gym

Football



Running



Sunbathing



Dog Walking

Bird Watching



Frisbee



BBQ's

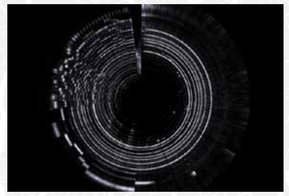


Kid's Play Area

Visuals/ Graphics In Music



Audio Visualizers



Digitial Music Visuals

Album Artwork



Vinyl and Physical Media Design

Live Performance Visuals



Artist Branding & Promotional Graphics



Music Videos (Visual Storytelling)



Lyric Videos



Scientific Music Visuals

Concept 1

MORE THAN A CITY

More Than a City: London is a landscape of music, culture, and green spaces where people come together. London has the most parks and green spaces in all of europe, I want to capitalise on that and show how it is different from other cities.

Logo
A logo inspired by nature + sound
Ideas: leaf shapes forming a soundwave, circular park map shapes, or grass textures.

Key Visual (KV)
A main poster-style graphic that shows:
colour palette (greens + bright festival colours)
organic shapes / soundwaves

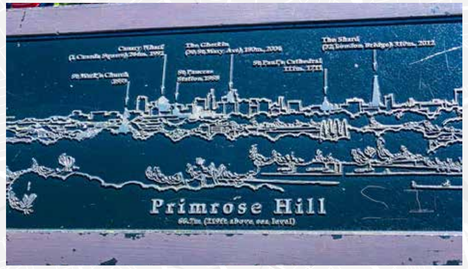
City Posters / Billboards
Show how Eurovision would appear around London.
Examples:
Posters in parks
Festival-style billboards
Bus stop adverts
You could place them in locations like:

Merch (Physical Objects)
You need 5 branded objects.
Good ones for your concept:

Festival wristbands
Artist backstage passes
T-shirt
Water bottle (festival style)
Reusable picnic blanket or tote bag
These fit the outdoor park/ festival theme.

Motion Graphics (Optional but strong)
If you want extra marks, design:
Eurovision intro animation
Soundwaves growing like plants
Country name title cards

Concept 1: Visuals



















Concept 2

LETS TURN THAT FROWN UPSIDE DOWN

London often has a stereotype of being cold, grey, and miserable. This concept flips that idea and shows that London is actually vibrant, playful, and full of celebration, especially during Eurovision.

Logo
Your logo could visually flip a frown into a smile.

Ideas:
A curved line that rotates from :(→ :)
A soundwave shaped like a smile
A face icon made from music notes
Your key visual poster could show the transition from grey London → colourful Eurovision celebration.

2. Posters / Billboards
Design city posters that show the transformation.
Example idea:
Top of poster:
grey city
frown symbol
Bottom of poster:
colourful festival crowd
smile shapes and confetti

Motion Graphics
Logo animation frown flipping into smile

Title cards
country name appearing with curved smile shapes

TV intro
grey London turning colourful when music starts

Concept 2: Visuals



















Concept 3

SOUND OF REBELLION

Sound of Rebellion celebrates the rebellious culture of London, inspired by punk movements and bands like Sex Pistols, showing how music challenges traditions and reflects the bold spirit of the Eurovision Song Contest.

Logo + Key Visual

A jagged, DIY-style logo inspired by punk zines and gig posters.
Key visual could feature collage textures, ripped paper, and bold halftone graphics to reflect rebellion.
Use a strong colour palette: black, red, yellow, and electric accents.

Posters / Billboards

Festival/gig-style posters promoting Eurovision in London.
Incorporate slogans, stencil-style graphics, torn edges, spray-paint textures.
Could highlight bands, artists, or rebellious "London characters" in illustration form.

Think soundwaves, punk icons, flashing slogans across London landmarks.
Could animate Eurovision country flags in anarchic, glitchy motion.

Merch / Apparel

T-shirts, tote bags, badges, wristbands with punk motifs (safety pins, torn posters, stencil typography).
Could also include handmade elements like stitched patches or DIY badges.

Concept 3: Visuals



















Concept 4

MORE THAN RED BUSES

More Than Red Buses explores the hidden, raw, and creative side of London, moving beyond stereotypical landmarks to reveal a city shaped by underground culture, street art, and reclaimed spaces.

Logo + Key Visual

Urban-inspired logo using graffiti, layered textures, and bold typography.
Key visual features ripped posters, street textures, and raw compositions with muted tones and neon accents.

Posters / Billboards

Street-style posters with flyposting, stencil type, and graffiti elements.
Focus on underground culture and hidden city spaces.

Digital / Motion

Glitchy, collage-style animation with graffiti, peeling posters, and soundwaves integrated into urban visuals.

Merch / Apparel

DIY-inspired items like T-shirts, tote bags, stickers, and zines using raw textures and layered graphics.

Ideas

Ripped up poster with set of graffiti, (like old concert and event posters)
Pirate Radio Inspired Visuals
Street Style/ Wear Merch

Concept 5

PULSE OF LONDON

Pulse of London explores the fast-paced, energetic lifestyle of London, highlighting community sports, everyday movement, and “grind” culture, and how this rhythm connects to music and reflects the high-energy spirit of the Eurovision Song Contest.

Logo + Key Visual

A dynamic logo inspired by heartbeats and soundwaves. Key visual features motion lines, pulse graphics, and layered urban textures with bold, high-contrast colours.

Posters / Billboards

Fast-paced visuals showing running, training, and street activity. Incorporate heartbeat lines merging with soundwaves to link sport and music.

Digital / Motion

Quick-cut montage of outdoor activity, movement, and city life. Use animated pulse lines, glitch effects, and rhythmic edits synced to music.

Merch / Apparel

Athletic-inspired items like sportswear, water bottles, and gym accessories with pulse and soundwave graphics.

Concept 6

LONDON'S LOUSY LAWS

London's Lousy Laws explores the strange and obscure laws of London, using satire to highlight the city's unique traditions and connect them to the playful, eccentric spirit of the Eurovision Song Contest.

Logo + Key Visual

An official-looking logo inspired by government documents and legal stamps, contrasted with playful elements.
Key visual features formal layouts, stamps, and warning graphics with subtle humorous twists.

Posters / Billboards

A series of posters presenting obscure laws as official notices, paired with surreal or unexpected imagery. Use strict typography, grids, and signage styles to enhance the satire.

Digital / Motion

Motion graphics that mimic official announcements or public information films, then shift into playful or absurd visuals.
Could animate law text transforming into soundwaves or musical elements.

Merch / Print

Items like law manual booklets, warning sign stickers, and official-style passes. Include satirical infographics explaining bizarre laws in a serious tone.

Photos Taken In Parks

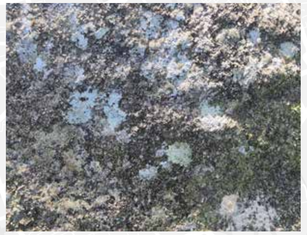
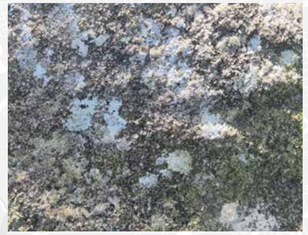
We visited several parks across London, including Regent's Park, Hyde Park, Kensington Gardens, Green Park, and St James's Park. We photographed elements we found interesting, focusing primarily on greenery. We also paid attention to smaller details such as signage, obscurities, trees, flowers, plants, and natural textures. This process helped us narrow our focus and identify visual directions for our project

























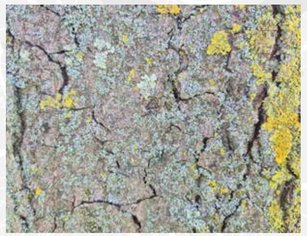











Photos Taken In Parks 2

Regent's Park offered the most visual material, helped by the sunny weather on the day we visited. It had been difficult to schedule our trips, as much of the spring had been dreary, with overcast skies and frequent rain. The park's impressive flower gardens became a central focus for our photographs, providing rich colour and detail.







































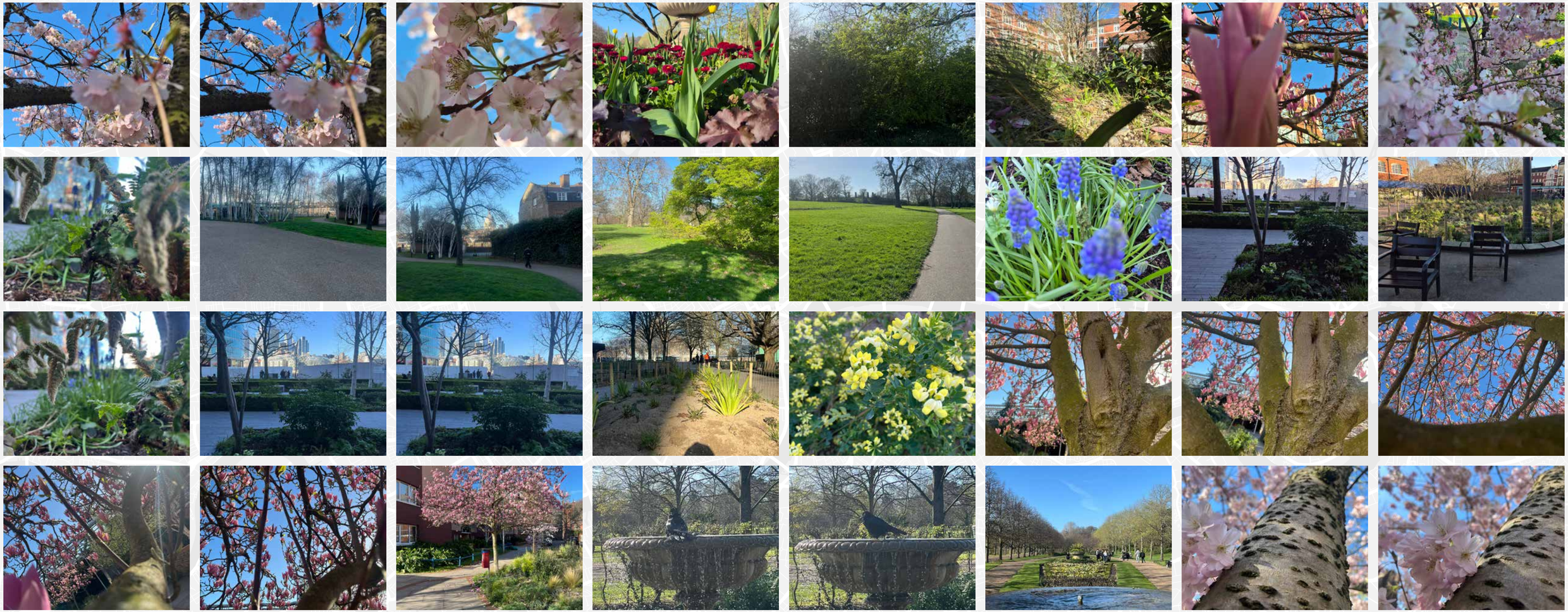

Photos Taken In Parks 3

We aimed to establish a clear visual direction as a collaboration between two perspectives, aligning our approach throughout. We focused on capturing similar objects and details across both cameras to maintain consistency. As it was early spring, we were able to photograph early blossoms, though we felt the work could have been developed further later in the season when more flowers were in full bloom.

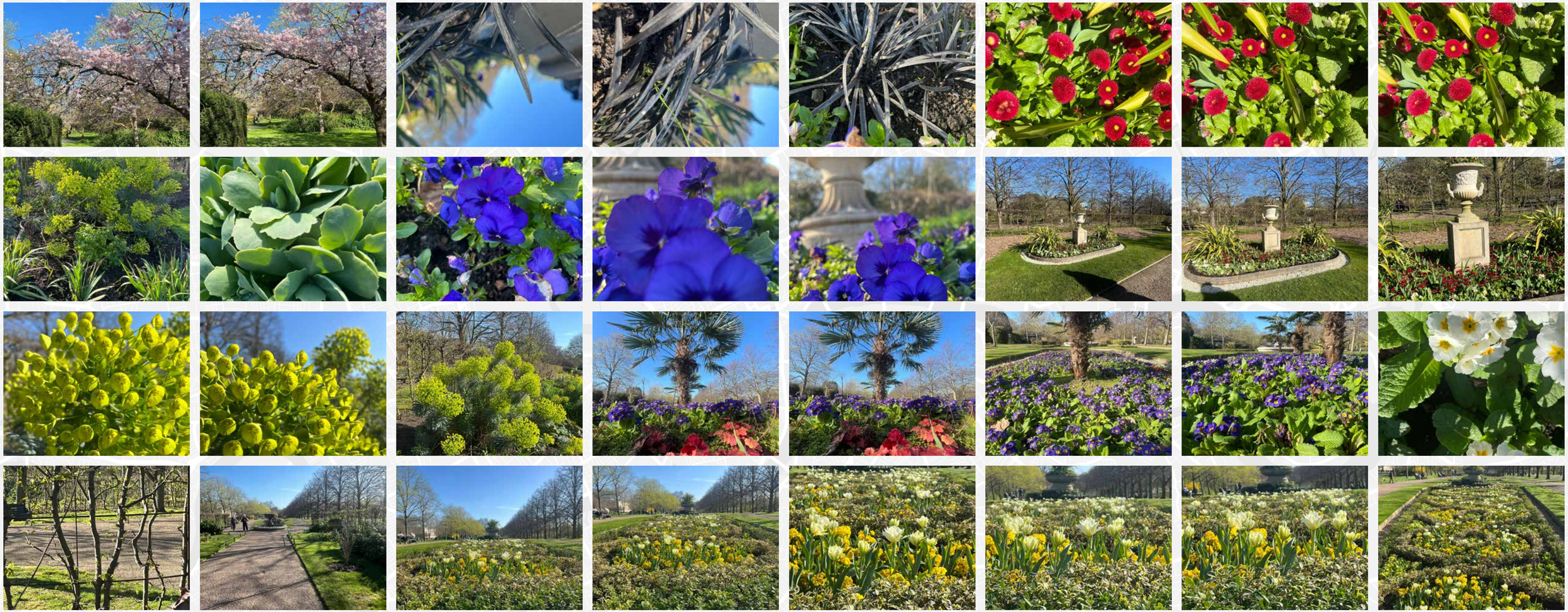


Photos Taken In Parks 4

We planned to use some of these photos as backgrounds for our final outputs, helping the project feel more alive. By incorporating these textures and details, we were able to use the natural visuals to our advantage.



Photos Taken In Parks 5



Photos Taken In Parks 6



Idea Development

Urban Eden Brainstorm

Music as Growth
Soundwaves = plant growth
Music visualised as flowing organic shapes
Audio → roots / vines / branches

Hidden Eden
Secret gardens
Enclosed green spaces
“Escape within the city” feeling

Urban Grid → Organic Form
Start with rigid grid → break into flowing shapes
Represents city transforming into nature

Soundwave Leaf
Soundwave shaped like a leaf
Combines music + nature

Growing Typography
Letters that grow like plants
Vines wrapping around type

Colour Palette
Primary: greens (nature)
Secondary: bright accents (festival energy)
Contrast: dark tones (urban base)


URBAN EDEN
Where the pulse of life
blossoms.

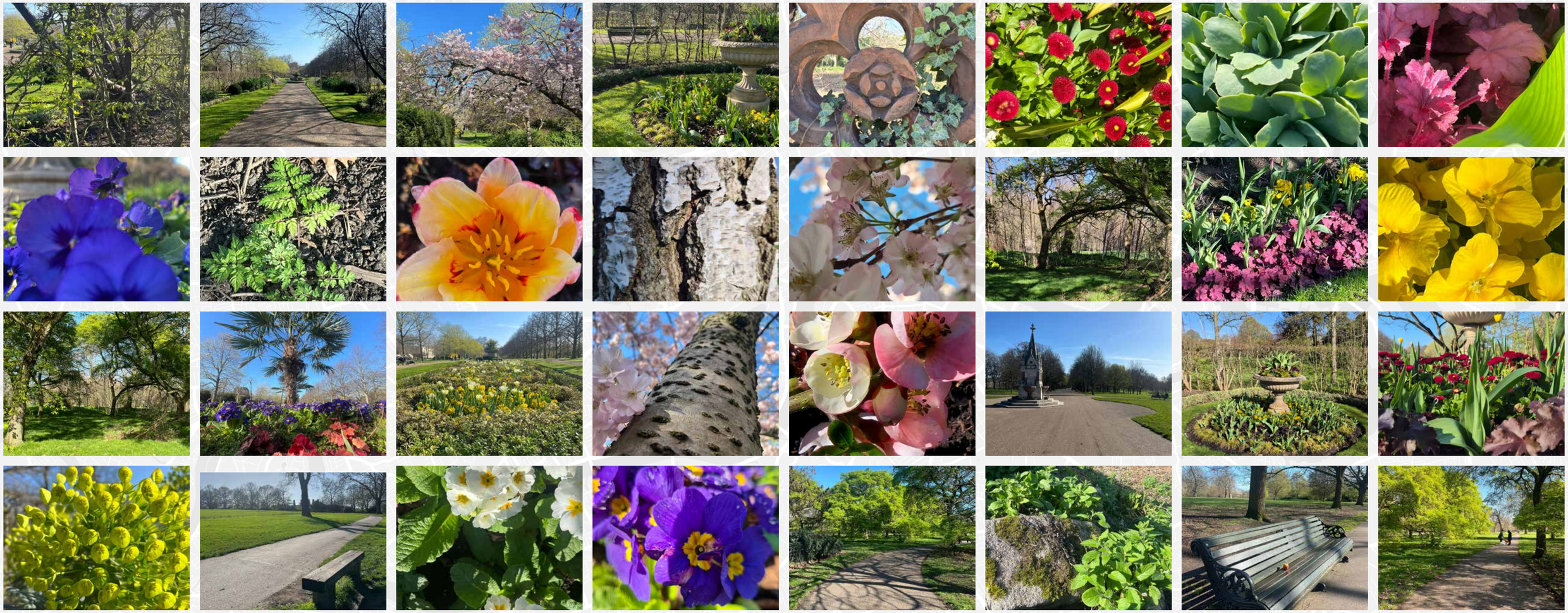
What is it about?

London is a landscape of music, culture, and green spaces where people come together.

London has the most parks and green spaces in all of europe, This concept aims to capitalise and show how it is different from other cities.

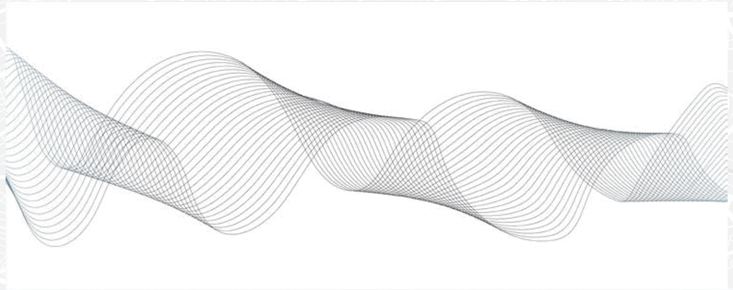
Curated Photo Selection

To ground this idea, we visited parks across central London, documenting these spaces through photography. We captured over 130 images, which we refined into a curated mood board that reflects the textures, atmosphere, and rhythm of these environments.

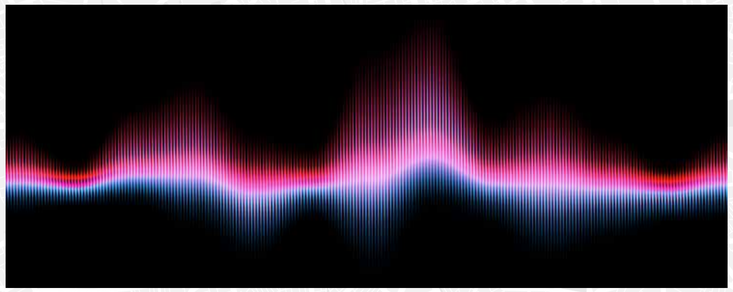


Colour Palettes & Themes

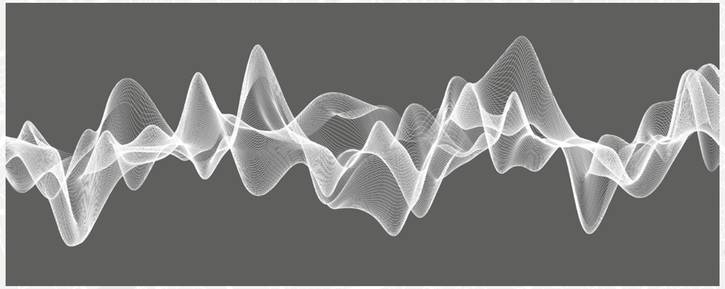
From this, we developed a colour palette drawn directly from these spaces, pairing natural tones with visual motifs like soundwaves, roots, and leaves — connecting the language of nature with the energy of the Eurovision Song Contest.







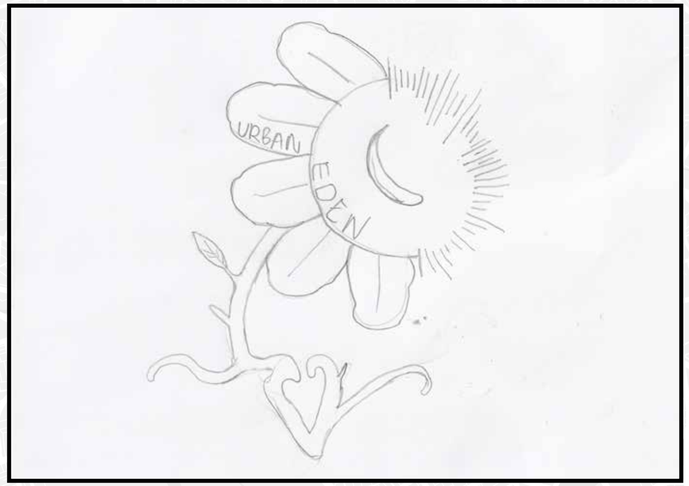




Visual Identity Concepts

Our initial sketches remain intentionally open, exploring how nature can shape the identity. Some ideas focus on organic forms, vines connecting typography, or soundwaves emerging from plant structures, suggesting that music grows through the city.

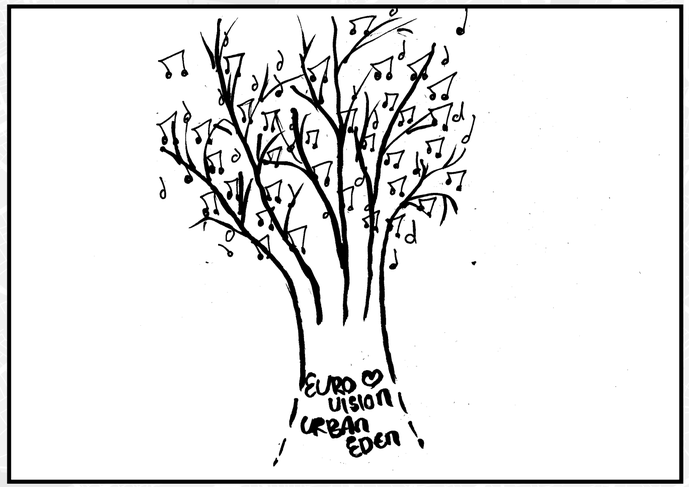






Others introduce the idea of entry and discovery, using gate-like forms as symbols of hidden green spaces, inviting people into a more intimate, unexpected version of London.







Potential Routes

Together, these directions aim to position London not just as a host city, but as a living, evolving ecosystem, an Urban Eden.

ROUTE 1: Nature Takes Over

Outcomes

Posters with nature overtaking architecture
Stage design with green structures + LED vines
Motion: plants growing to music

ROUTE 2: Sound = Nature

Outcomes

Logo made from soundwave leaf forms
Motion graphics of audio → plant growth
Posters showing music spreading through the city

ROUTE 3: Hidden Eden Idea

Outcomes

Posters showing hidden green escapes
Installations / billboards revealing “secret gardens”
Social media: “discover London’s Eden”

ROUTE 4: Organic Flow

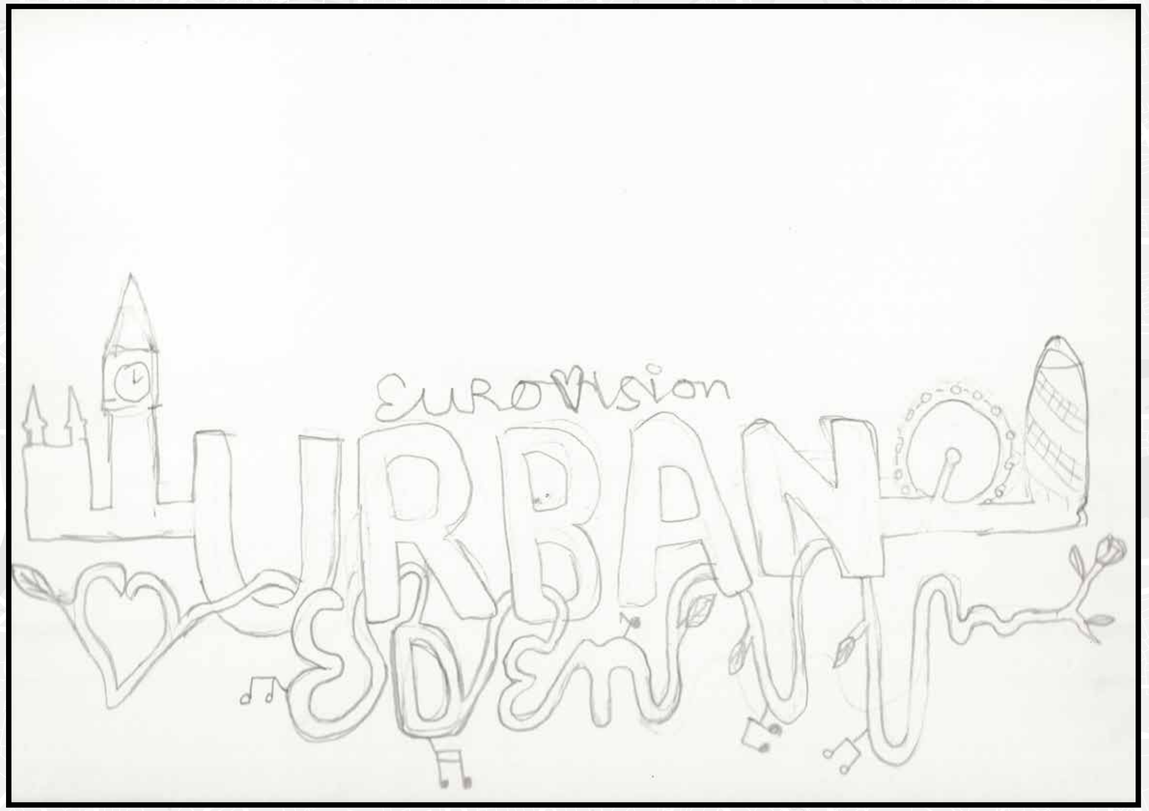
Outcomes

Animated identity system
Posters with transition visuals
Stage visuals showing transformation

Logo Sketches

We created two initial sketches as a starting point for our secondary logo. These early prototypes allowed us to compare directions and decide which approach would work best moving forward.





Logo Design

The logo was intentionally simple. We adorned it with leaves and music notes, connecting the typography with growing vines to create a cohesive, organic feel. In the initial version, we placed a Union Jack at the centre of the logo's heart. However, to develop the concept further, we refined this idea by creating a vector of the London skyline, positioning the heart within it to give the design a stronger sense of place and identity.



URBAN EDEN

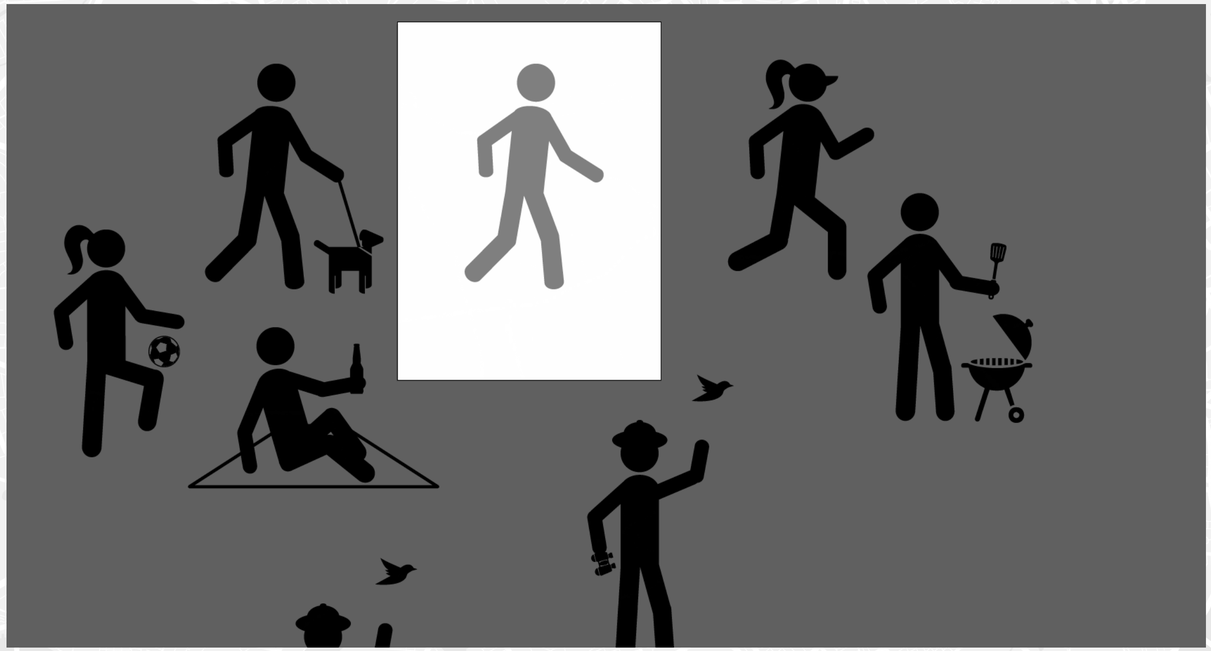
London 2026

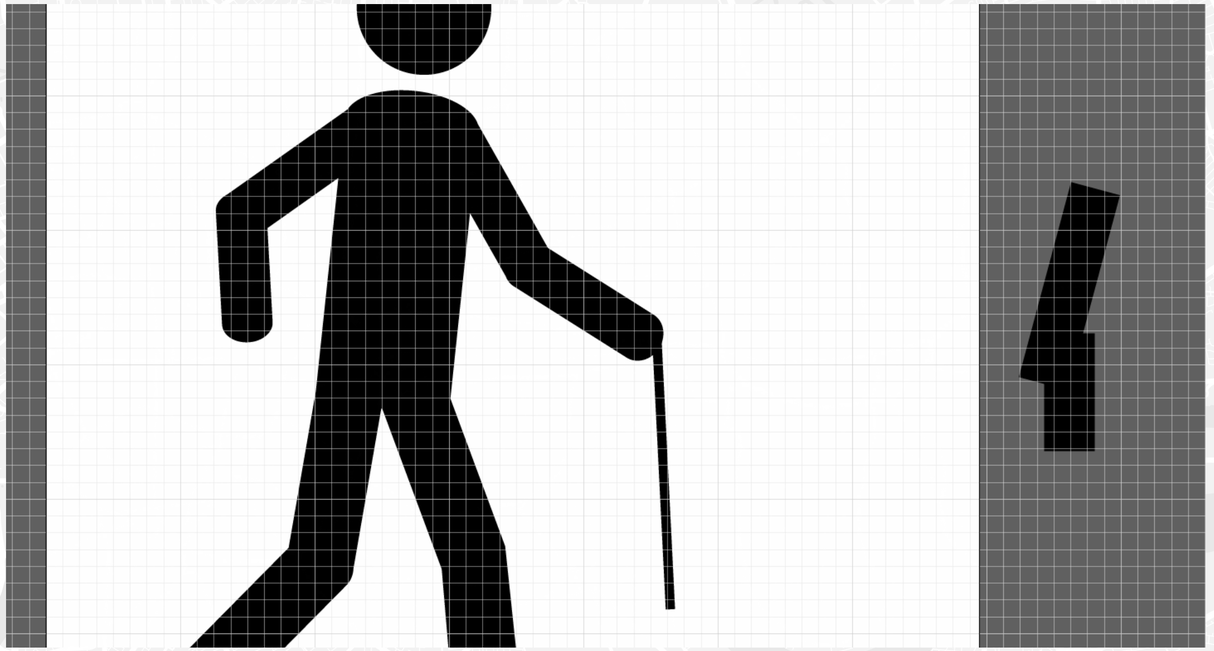
With A Background



Icon Process

We wanted to incorporate British-style toilet sign icons into the project. I created these in Illustrator using a grid system, with a consistent set of limbs and features that share the same length and width. These icons were designed to maintain uniformity and would be featured across several pieces of our artwork.



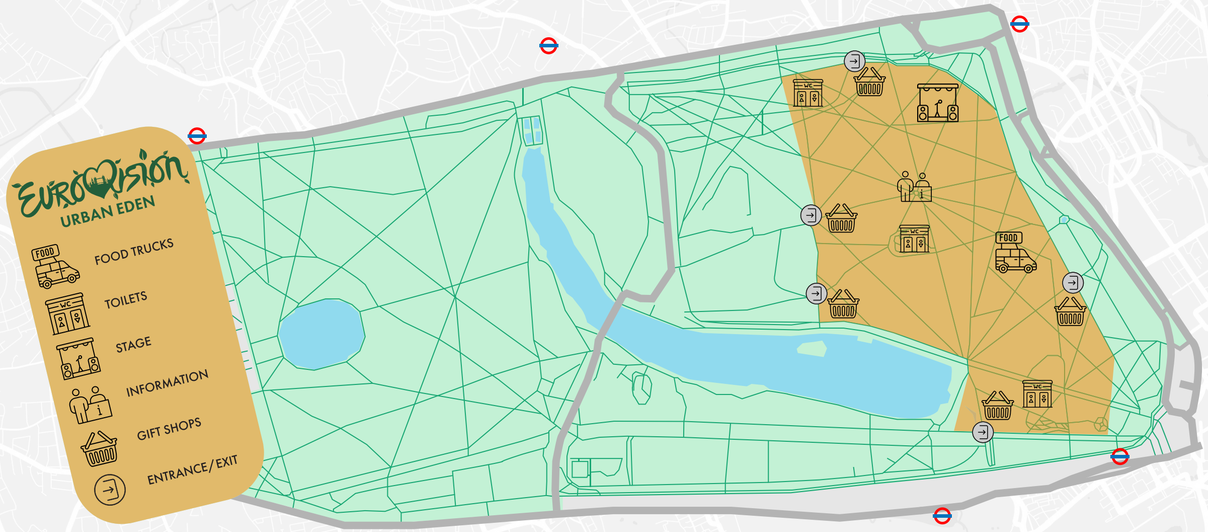


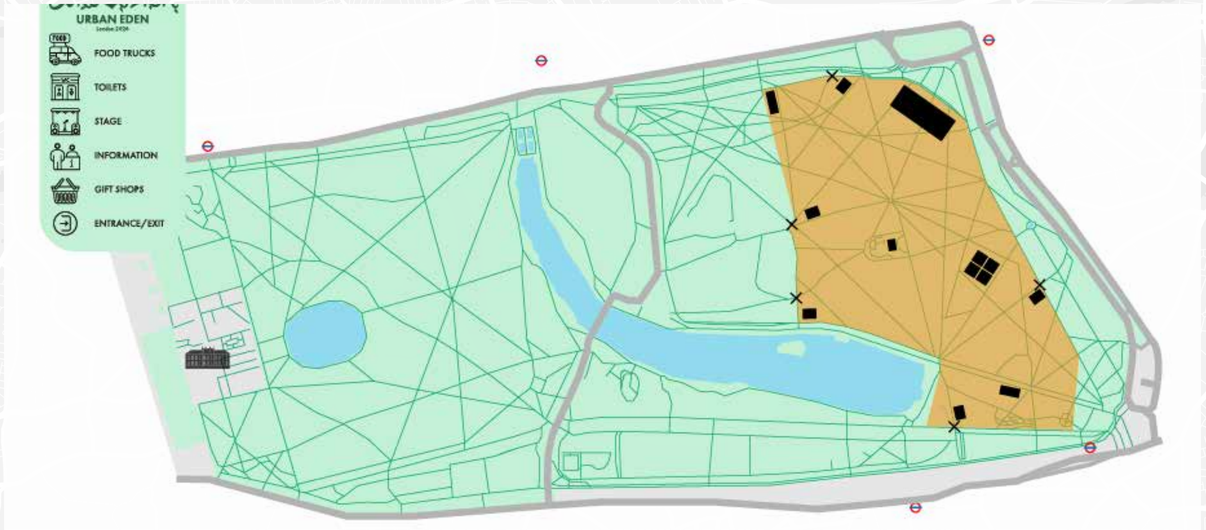
Icon Design

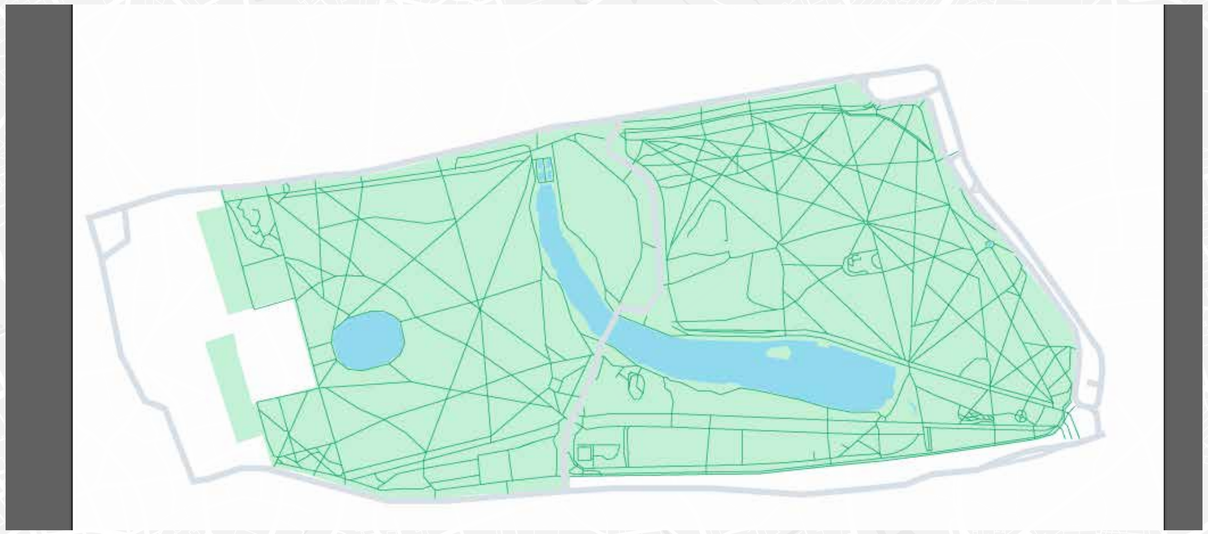
As you can see, these icons were designed as a set to capture different aspects of British park life. The collection includes a runner, BBQer, birdwatcher, picnic couple, footballer, and dog walker. Each figure is built from separate limbs, allowing for flexibility and making it easy to adapt or animate them if needed.



Map Process



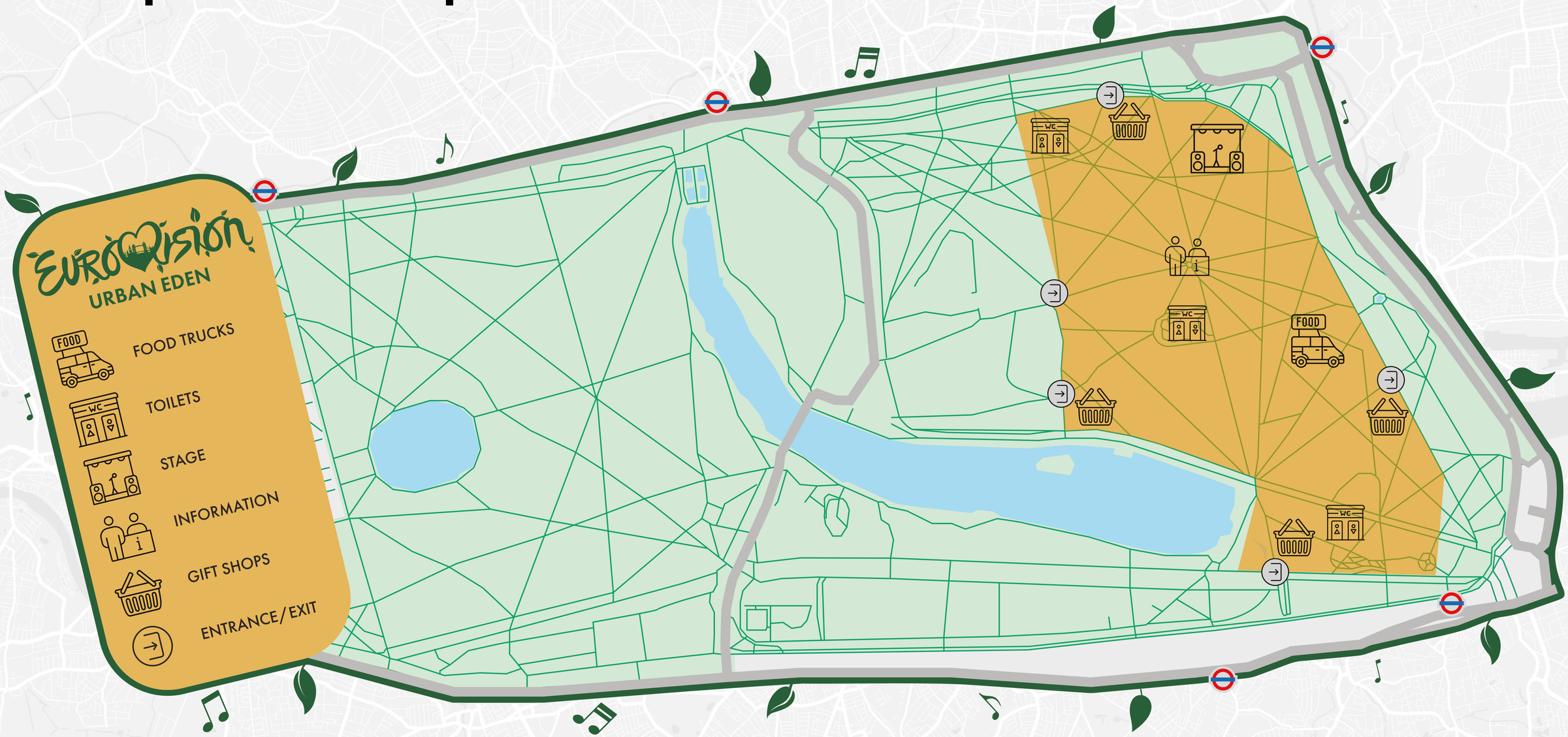






Creating the map for our project was one of the more challenging parts of the process. It was produced in Illustrator, using Google Maps as a reference for Hyde Park. We carefully planned the layout, considering the placement of each feature in detail. To guide our decisions, we also looked at past events such as Winter Wonderland, along with other festivals held in the park, using them as inspiration for structuring the map.

Completed Map

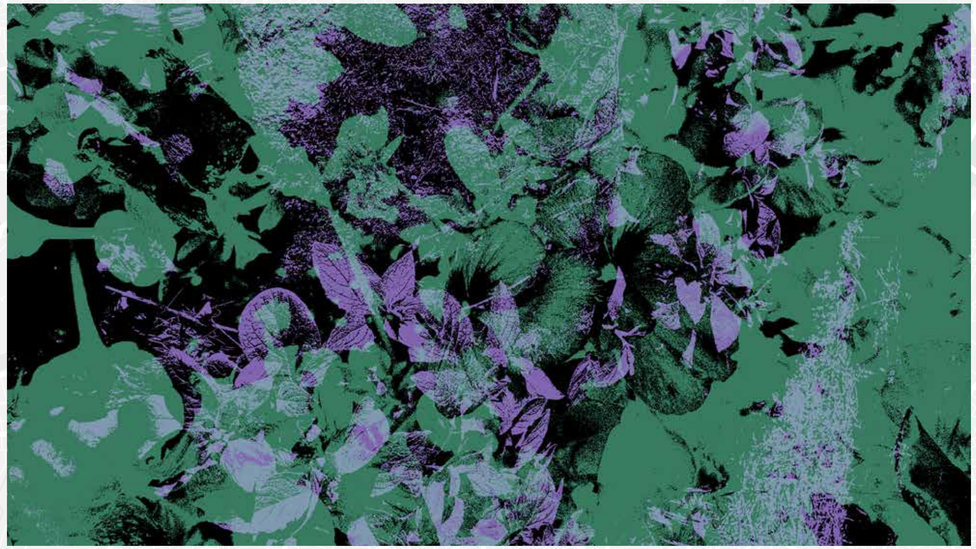


Asset Backgrounds

We created these textures by layering plant and flower imagery on top of each other, applying grain and threshold effects along with colour adjustments to achieve the desired outcome. We were pleased with the final result and felt it complemented the overall direction of our project well.



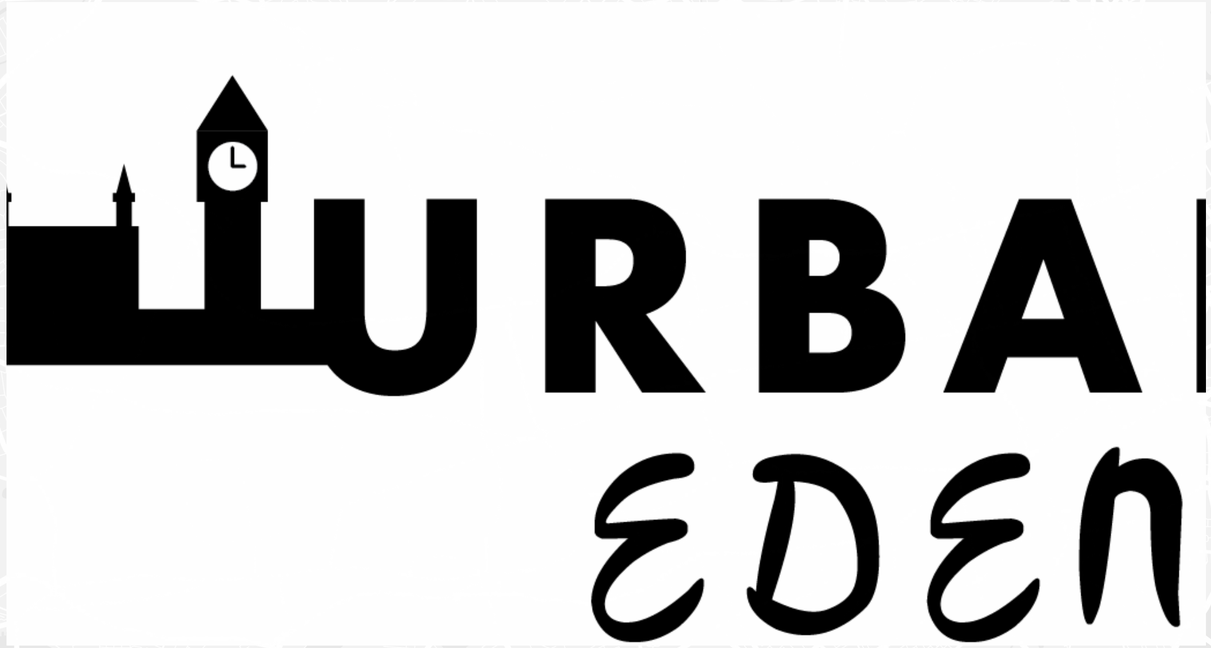






Urban Eden Logo Process

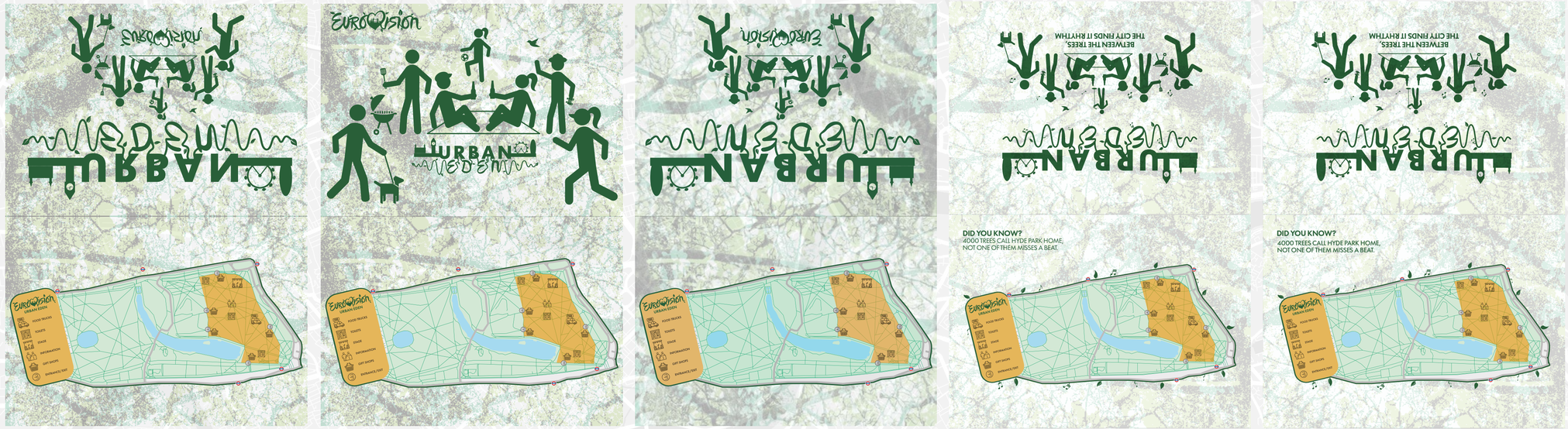
The Urban Eden logo was developed as a secondary identity for the project, helping to frame it as a wider campaign. It aimed to highlight that there is more to city life, emphasising how London's green spaces are expansive and thriving. Created in Illustrator, the logo carries many of the same themes as our original Eurovision logo, maintaining visual consistency across the project.



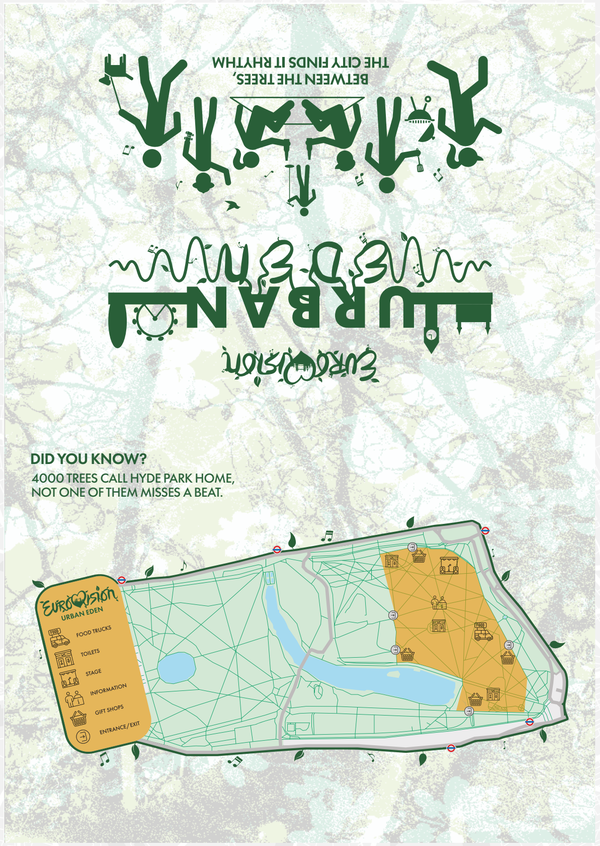


Leaflet Process

The leaflet design process was challenging, as we planned to produce a double-sided A5 piece featuring a map to help people easily navigate to the new Eurovision 2026 location. We carefully considered composition and layout, but achieving the right outcome required multiple test prints, as we were unsure about scale and sizing throughout the process.

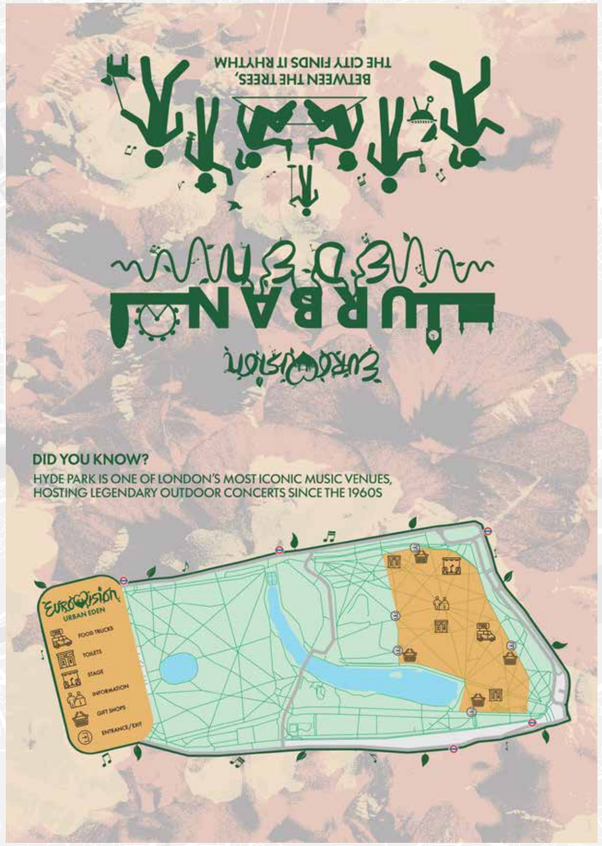


Completed Leaflets





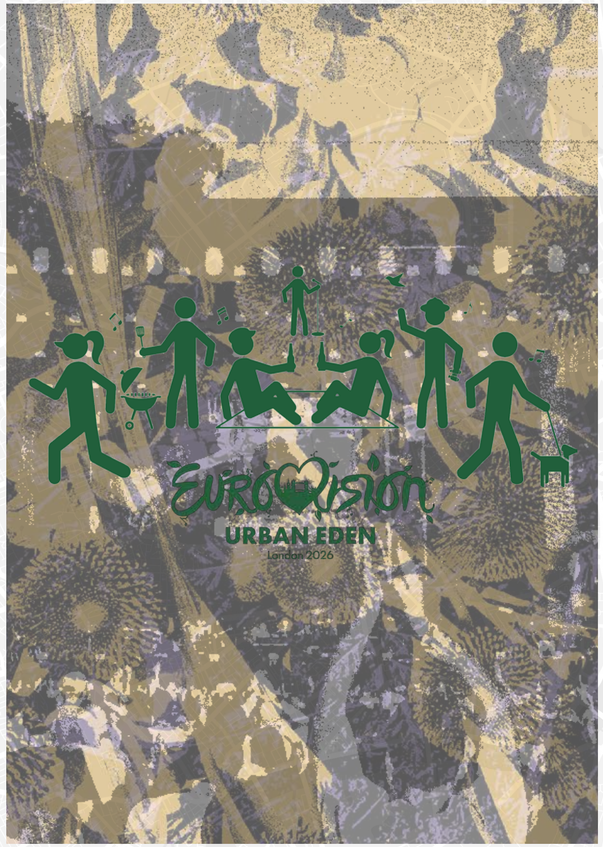




As you can see, much of our artwork features the same four backgrounds, reflecting the four themes we based each colour on. Each leaflet includes a different "Did you know?" section to keep the copy engaging and varied, while still maintaining a consistent and cohesive feel across the collection.

Poster Process









For the poster design, we considered adding a stage with people, but felt it made the composition too busy, so we chose to simplify it for a cleaner and more focused result.

Completed Posters









The posters follow the same visual themes as the rest of the project, maintaining consistency in colour, typography, and overall style. Rather than introducing entirely new elements, we explored variation through composition, shifting the placement of text and imagery to create different visual outcomes.

Fence Gate Banner Designs

The banners follow the same visual style as the rest of the project, ensuring consistency across all outputs. However, the “Did you know?” sections are scaled up significantly, allowing them to function as bold, eye-catching features. This makes them easy to read from a distance and gives visitors something engaging and informative to interact with while at the festival.









Stage Design

Our stage design was created in Illustrator and envisioned at a large scale, featuring lighting and speakers while incorporating the same textures seen across the other artworks.



Completed Stage With Assets

As you can see, we wanted the piece to come together as a cohesive whole, combining the stage set design with additional elements such as speakers and banner barriers to create a more complete and unified environment.



Completed Stage With Lighting Fix



Shop Stands

The shop designs were created in Illustrator and were intended to feature different types of merchandise at each location, tailored to each character. They shift in colour palette and use textured overlays with a heavier opacity to create variation while still maintaining a consistent visual identity.







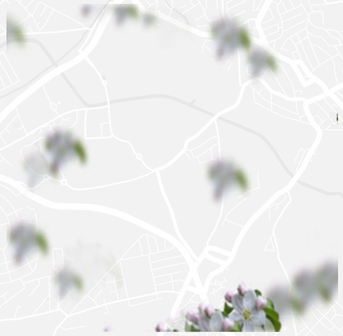


Info Desk

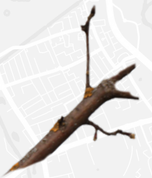
This is the information desk, where visitors can access help such as maps, orientation, stage times, and general customer service. It was designed in the same style as the rest of the project, using consistent textures and typography to align with the established visual themes.



Video Assets









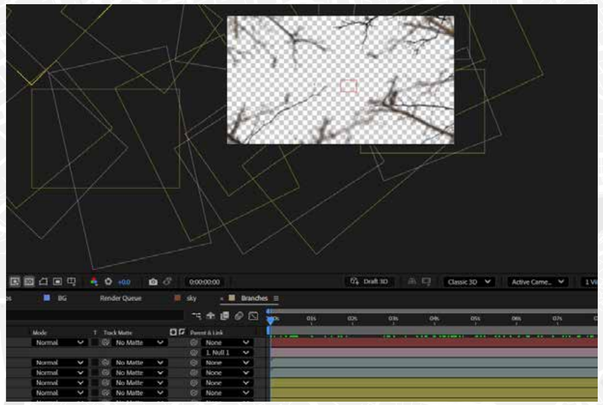


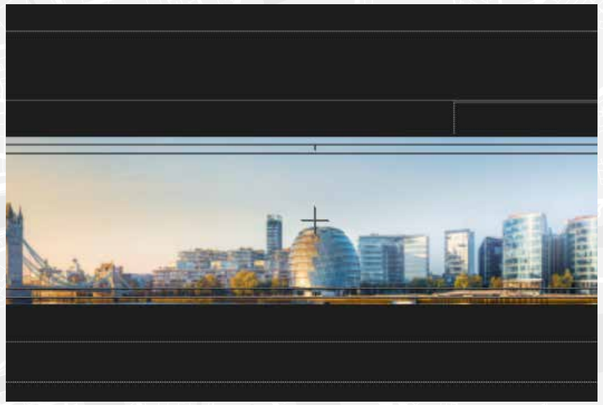
These are the assets we compiled for our video. I refined them using imagery sourced from Adobe Stock, ensuring everything aligned with our themes of greenery and nature. We incorporated elements such as branches, leaves, flowers, bushes, and clouds and merged them together to give the feeling of overgrown nature.

Video Process





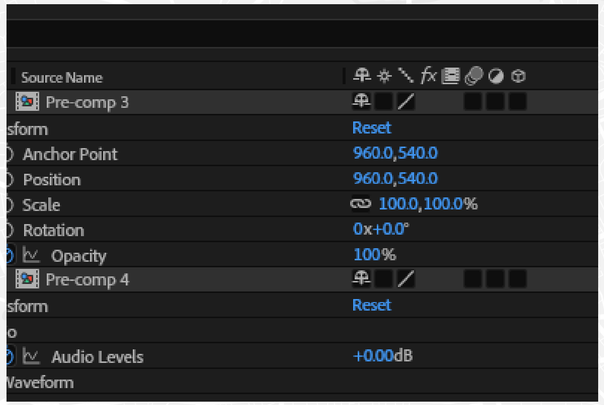


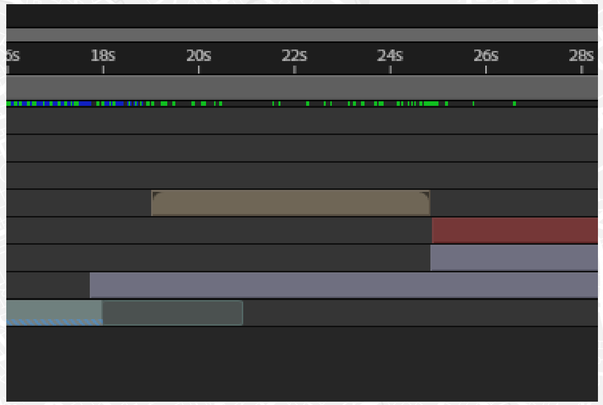


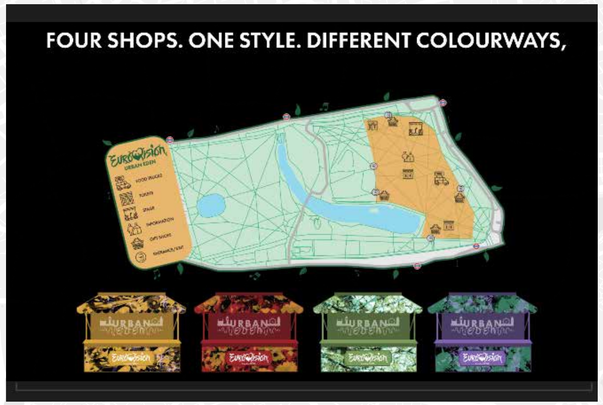
The 12-second intro was the most time-consuming part of the project. We used techniques such as masking and colour mattes to build the sequence. Although short in duration, this animation made up a large portion of the workload, so we split tasks efficiently, while one of us focused on the intro, the other worked on different parts of the project.

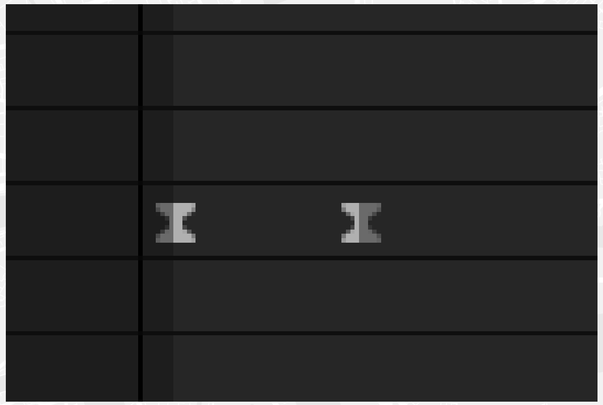
As you can see, there were many layers involved, which made the After Effects file quite heavy, leading to lag and several crashes during the process. Despite these challenges, the final 12-second result was very strong. We learned a lot from creating it, and we feel it works well both as a standalone video and alongside the secondary video we produced.

Video Process









For the second video, we reused footage from the first and extended it to 30 seconds using techniques such as time stretch and time reversal. This version includes more information and functions more like a trailer, giving a broader overview of the festival.

To support the workflow, we used precompositions to reduce lag and prevent crashes. We also incorporated strong copy and key elements from across the project, including the secondary logo, map, shop designs, and our main campaign strapline, helping to maintain consistency throughout.

Video Links



Intro Vid - https://www.youtube.com/watch?v=udjaQYzHKls

2nd Vid - https://www.youtube.com/watch?v=rn2ANhDk9Ro

Tickets


Eurovision
GRAND FINAL
GENERAL ADMISSION
£299
SATURDAY 14 MAY 2026
GENERAL ADMISSION
12345


Eurovision
GRAND FINAL
GENERAL ADMISSION
£299
SATURDAY 14 MAY 2026
GENERAL ADMISSION
12345

Merch - Aprons



Merch - Bottle Opener



Merch - Gloves



Merch - Head Sweatbands









Merch - Tote Bags



Merch - T-Shirts



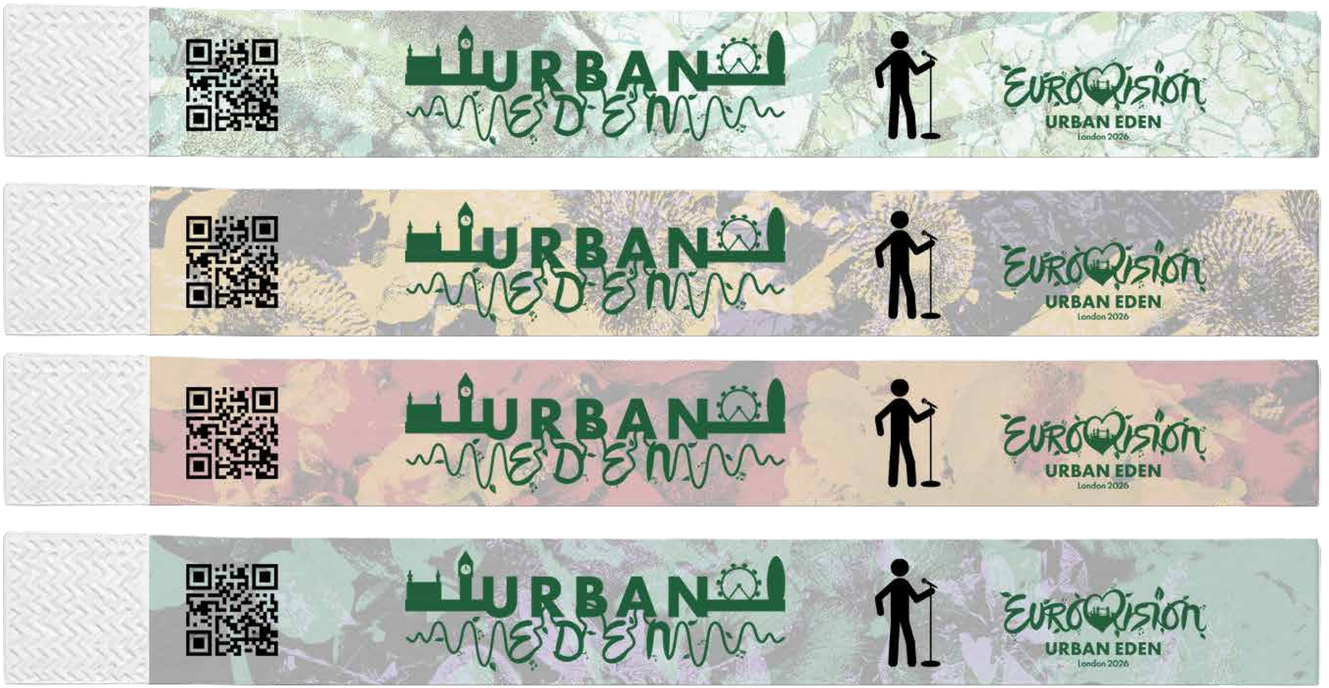








Merch - WristBands



Final Poster

For our final poster and leaflet, we refined the leaves and backgrounds to better suit them as standalone pieces. The outcome is bolder and more effective, using stronger colours and reduced typography to create a cleaner, more impactful design.



Final Leaflet



