

Analysis of the Development Path of Photographic Art in the Era of Visual Communication

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Abstract: In order to effectively promote the high-quality development of China's humanities and arts, it is necessary to conform to the development trend of the visual communication era, actively explore and summarize the development path of photography art, such as rational use of new technologies for photography art creation, highlight individualization in photography art creation, explore the visual narrative path of creative photographic art works, etc., so that photography art can exert greater influence in humanities and art. Based on the perspective of visual communication, this paper analyzes and discusses the development route of photographic art.

Keywords: Visual Communication; The Art of Photography; Development Routes; Personalized Creation; Application of New Technologies

Introduction

In the process of developing photography art in the new era, we should recognize the creative opportunities in the era of visual communication, and then flexibly use different technologies and equipment to create creative photographic works of art and output excellent photographic works for the audience. It can be seen that when creating photographic art, we should keep abreast of the pulse of the times, deeply explore the excellent national culture, create excellent works of art loved by the people, and reflect the practical value and role of photography work.

1. Rational use of new technologies for photographic art creation

The rapid development of modern photography technology has provided strong support for the creation of photographic art. To this end, in the era of visual communication, new technologies, new equipment, and new instruments can be flexibly used for photography creation, and then approve the processing of photographic pictures and videos, effectively reducing the workload of photographic art creation, so that photographers can free up more energy for artistic creation, but are affected by repetitive affairs.

For example, photographers can use HDR technology to effectively enhance the color contrast of photos, and with the support of relevant computer-aided technologies, achieve effective processing of related images, and improve the efficiency of the creation of photographic artworks. When creating some special works of art, modern scientific equipment, such as wearable equipment and instruments, artificial intelligence technology, drone photography technology, etc., can be flexibly used to effectively reduce the work pressure of photographers, reduce the difficulty of photography creation, and highlight the individualization and freedom of photographic art creation.

Based on the support of virtual reality technology, it can create an immersive virtual experience scene, provide support for photographic art creation, create photographic works with situational interactivity, and continuously enrich the user's artistic experience. At the same time, when performing secondary processing of photographic works, modern artificial intelligence technology, such as the application of image processing algorithms and the application of deep learning image recognition technology, can be reasonably used to provide strong support for photographers' secondary artistic creation and ensure the quality of photographic artworks [1].

For example, when creating imaginary artistic images and situations, based on the application of relevant new technologies, the created photographic works can be automatically processed by automatic image processing, such as automatic adjustment of contrast, color saturation, exposure, color matching, etc., so as to transform the photographer's creative ideas into visual images and provide

strong support for subsequent artistic creation. At the same time, when the picture is frozen, ultra-high-definition photography technology can be used to shoot together with the assistance of multiple photographic equipment, and then the details of the photographic work can be optimized during the subsequent work processing to ensure the shooting effect of the picture. When creating some special works, drones can be flexibly used for photography to improve the efficiency and quality of creation.

2. Highlight individuality in the creation of photographic art

Since the background of the media era, visual communication has entered a new stage, so in the process of the development of photographic art, more emphasis is placed on the individualization of photographic artworks. Because, with the support of digital information technology, everyone can become an artist, and with the help of smartphones and photographic equipment, they can create works of art with subjective awareness. It can be seen that in the development of modern photography art, personalization has become an important language of photography art.

In the actual creation of photographic art, in order to achieve personalized photographic art creation, a unique photographic perspective should be opened. In order to achieve the expected photographic creation effect, it is necessary to carry out continuous experimentation and innovation, and learn to imitate master-level photography techniques, so that their own photographic artistic quality can be continuously improved, and then produce a unique perspective in the creation of photography, reflecting the artistry and individuality of photographic artwork.

In order to enhance the expressiveness of photographic artworks, photographers can make reasonable use of light and shadow to ensure the overall effect of light and shadow. If you can skillfully and flexibly master the light and shadow, you can make the photographic work express different content, such as the adjustment of the light angle and the adjustment of the lighting method during photography, etc., so as to make the main character in the photographic work more prominent, and make it have a stronger sense of layering and artistic beauty.

Composition is an important part of photography art, and when personalizing the development of photography art, a rich variety of composition styles should be created, so as to reflect the uniqueness of photographic art works. Photographic composition is mainly a combination of various elements, and then presents a unique sense of artistic picture, making the photographic work unique and convenient for the audience to intuitively and effectively appreciate. In order to achieve the artistic effect of the desired photographic composition, photographers can adopt different methods such as the rule of thirds, symmetry, hierarchy, positioning, etc., so as to make the composition more colorful ^[2].

At the same time, when emphasizing the individualization of photographic art, the composition and light and shadow effects can be effectively combined to achieve the expected artistic expression. When some photographers create art, they adopt diversified artistic expressions, such as reflection, fisheye lenses, multiple exposures, black and white filters, etc., so as to generate unique artistic effects, so that the quality of photographic art works has been qualitatively improved. The author believes that it will take a lot of time to actually create photographic art. In order to create excellent photographic art works, we should continue to accumulate and learn from peers, effectively improve our comprehensive strength in photography in the learning and growth of learning from each other's strengths, and lay the foundation for subsequent artistic creation.

3. Explore the visual narrative path of creative photographic artworks

In order to promote the development of photographic art, creative visual narratives should be based on photographic techniques, so that the audience can have a refreshing feeling. For example, when creating photography, complete the photographic narrative of the established story for the angle, picture, color, composition, background, characters, etc. of the photography. In the era of visual communication, short video photography has become one of the main ways of narrative, and how to make simple short video narrative not simple requires innovative exploration.

Before creative visual narrative, the plan and details of photography should be clarified, such as the sequence before and after of photographic content, as well as the specific angle, lighting, typography, color, character relationship, etc. of photography to ensure that the art of photography plays a corresponding value. With the continuous innovation of photography technology, more new paths have been opened up for the innovation and development of photographic art. For example, the application of drone photography technology, the application of 360° panoramic photography technology, the application of virtual reality technology, the application of

ultra-high-definition photography technology, etc., have continuously improved the quality of photographic artworks.

In the context of the era of digital innovation, in order to make the art of photography mastered by more people, it is necessary to promote the dissemination and popularization of photography art, so that ordinary people can pick up mobile phones for photography and create their own art blockbusters. Based on their own aesthetic appeals, they will make reasonable adjustments to the storyline, color, characters and background during photography to ensure that the photographic artwork has original visual narrative characteristics.

For example, color control in photography art, flexible and reasonable color matching, can effectively improve the quality of photographic works, and express the potential emotional appeal of the work based on color. Under the design of artistic color, the photographic works can have a strong degree of recognition, and at the same time, when creating photographic artworks, multiple photographic details can be adjusted, such as focus, contrast brightness and shade, and contrasting colors, so that the photographic works are easier for the audience to recognize and understand, and then produce artistic resonance and emotional resonance when appreciating photographic works.

In the era of short video visual communication, how to make photographic works have stronger communication and influence, photographers need to actively explore the path of creative photography narrative, and then start from multiple aspects, carry out design innovation, and then break the conventional mode of photography, show different photographic artistic effects, and reflect the photographer's creative thinking awareness.

Conclusion

In summary, the author focuses on the development path of photography art in the new era, aiming to illustrate the necessity and importance of photography art innovation. In the future, when creating photographic art, it should be in line with the trend of the times and the aesthetic demands of the people, so as to create more excellent photographic art works.

References

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