

Language Form and Visual Performance of Photography in the Context of New Media

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Abstract: The integration of different media and technical means makes art works have a richer form. Contemporary photography as an art form has become an image symbol. Only by keeping pace with the times can the style of video art be maximized. Presented. The article first briefly introduces what is new media, and then starts from the language form and visual performance, and discusses the changes that have taken place in the photography industry for reference.

1. Introduction

In the context of new media, the photography industry has undergone tremendous changes, which are manifested in the following aspects: First, the development of technology has given photography a different language form and visual expression than the past; second, the photographer expresses himself. The ways of emotion and opinion are more diversified. Thirdly, with the increase of interactivity, the social value and humanistic color reflected by photography become more and more obvious, and photography has become one of the means to improve the public aesthetic level.

2. Overview of New Media

New media is a form of media based on network technology and digital technology. It is very different from traditional media. New media forms that are more common in daily life, including computers, collection, internet, digital newspapers and so on. In the context of new media, the photography industry has undergone earth-shaking changes, as follows: First, photography begins to transform from holistic to fragmented; second, from the static mode of paper media to dynamic mode; third, photography The rich details of the works are gradually lost; fourthly, the paper media typesetting often has a distinct layering, and the new media does not have this feature; fifth, because the medium of the traditional media is paper, it can easily realize the graphic and electronic integration, electronic display It does not support the combination of graphics and text. In other words, the difference between new media and traditional media, including whether the graphics are integrated[1].In addition to the content mentioned above, the characteristics of new media include the conversion of flexible frames to fixed frames. Research shows that in order to analyze the morphological and visual performance of photography in the context of new media, it should be The characteristics of the new media have attracted attention.

3. The Language form of Photography in the Context of New Media

First of all, it should be clear that what is the “new media context”, the new media context refers to the context of computer technology, using the network, digital and other means to create and spread text, sound and image information, the language Under the circumstances, the management model based on categories is facing enormous challenges. For those engaged in related work, it is of great practical significance to expand the form of photography language. In today's society, whether it is a traditional paper media represented by newspapers and periodicals, or a new media represented by the Internet, it has the function of transmitting photographic pictures and dynamic foods. The traditional paper media represented by Oriental Morning Post and Nanfang Daily Now,

the connotation of photography language has been expanded. On this basis, the reconstruction of the photography department has been completed. The new media department has the following characteristics: the manuscript content has both text, static pictures, audio and dynamic video; The job of the media is to use the comprehensive elements at hand to spread the information in all directions. In recent years, the reconstruction work for the photographic language form has achieved initial results, and the way in which photographic works are presented has changed significantly. The existing language form can be divided into two camps, one is montage, ie The core thinking of dynamic images, the focus of discussion is “how to apply dynamic images in flat photography”, and the other is the core thinking of static images, namely: how to express the characteristics of flat photography in dynamic images.

In the context of new media, photographic equipment and technology are constantly updated, and the language form of photography has changed. It took only a few decades for photography to complete the change from film to digital, from black and white to color. Habits have been changed, and language patterns have also shown more obvious changes. At this stage, photography has become an independent and huge industry. The use of photography to close the distance of various fields has become the first choice of people. The emergence of new media platforms represented by online media and digital products has intensified the changes in the photography industry. First of all, if we use the mass market as a starting point, we can find that the changing trend of the photography industry is from flat and static images to digital and dynamic images. This is because in the context of new media, static images can express content. It is no longer able to meet people's needs, and it can naturally express the dynamic image of beauty. It is naturally sought after by more and more people. It is precisely because of this that dynamic image products represented by electronic photo albums and micro-movements can be in a short time. The rise has even spurred the status of static imaging products. Secondly, if we take the development of photographic tool box technology as a starting point, we can find that Nikon, Canon and other camera manufacturers have put more energy into it in recent years. In the aspect of developing and utilizing the dynamic image function of the camera, the changes in the media industry cannot be avoided. The traditional paper media represented by the Dallas Morning News proposes different requirements for the photographers responsible for photography. It is not enough for a division to have the ability to use a camera for photography. It is also necessary to master the method of taking pictures with a camera. To provide effective images of the combination of dynamics and statics to websites and newspapers; finally, the concept of “streaming media” has confirmed that the form of photography language is changing. “Streaming media” refers to the use of streaming and relying on the network. A media format played, it can be seen that “streaming media” is not a new media, but a new mode of transmission/viewing. The characteristics of “streaming media” are mainly reflected in the way of information collection and transmission. When collecting information, the streaming media mainly relies on the video function of the camera, and in the information transmission mode, the collected information is regarded as a data packet and transmitted to the network[2]. It should be noted that although the technology applied by “streaming media” is different from other media, in essence, “streaming media” does not affect the nature of the content delivered.

4. The Visual Performance of Photography in the Context of New Media

Because the display of new media images is often based on the disappearance of the previous pictures, there is a lack of relevance between the pictures and the pictures, both visually and in position. Therefore, the photographer needs to ensure that each piece has Attracting the reader's attention, if a transitional or auxiliary picture needs to be inserted in the photo group, the photographer should complete the information by highlighting the image representation method to avoid the existence of a picture due to the quality. The drop causes the situation in which the group experience is reduced. As a form of artistic creation, photographic works are usually used to convey the photographer's views on things, emotional thoughts and aesthetic images. Any photographic work has a unique aesthetic. When shooting a specific image, the photographer should divide it. For different visual elements, from the composition, tone and color to enhance the visual impact of the

work.

4.1 Composition

Photographic composition refers to the layout of the photographic picture. Specifically, different visual elements are organized in the picture. The composition can be used not only to reflect the intention of the photographer, but also to determine the visual expression of the picture. In the context of the emergence of new photography tools represented by digital cameras, the difficulty of composition is greatly reduced. First, the photographer should choose the position of the composition, based on three elements, namely the shooting direction, height and Distance; secondly, according to the content of the performance to determine the subject image, and then segment the picture, in addition to the common golden section method, the photographer can also arrange the theme position according to the intention of the performance, highlighting the personalized characteristics of the composition; Next, choose the companion to set off the main body, and express the connotation of the main body; finally, highlight the environment's role in the main body, for example, the environment in the selected frame form as the foreground, highlighting the sense of space, and the role of the background, Focusing on the main body, when dealing with the background, the photographer should use the principle of "simple" to discard the background of the subject that may be blurred, by reconciling the color. Style, highlighting the main[3]. In addition, the photographer should also pay attention to the mastery of density, the relatively blank area on the screen is "sparse", and the area where the physical object is concentrated is "closed". When composing the picture, the photographer needs to follow the main body of the picture. Arrange for sparseness.

4.2 Tone

The tone refers to the level created by the use of different light cues in the picture, which is divided into low-key, medium-tone and high-profile. Among them, low-key, deep, firm, medium-key soft and quiet, high-key is relatively bright and easy, and the tone is on photography. The emotions expressed in the works have a decisive role. First of all, the low-key, low-key picture is dominated by dark tones. You need to pay attention to it. Although the low-key picture is mainly based on deep tone, you can also use light tones in a small area to make the picture express deeper. Then say the middle note. The middle tone, also known as the gray tone, refers to the tone between the low key and the high point, which is usually used to create a feeling of calmness. Finally, the high-profile, high-profile picture is dominated by light tones, usually giving peace. Beautiful, relaxed,

4.3 color tone

The color of the picture is determined by the color of 70% or more of the picture. Because each person feels different colors, there are certain differences in the psychological feelings produced by observing different colors. Therefore, at this stage Colors are roughly divided into two categories, warm and cool. It should also be noted that the hue also plays a leading role in the picture. Therefore, the hue can also be used to construct the hue, thereby creating the atmosphere and theme of the picture, and conveying the emotions and thoughts of the photographer. Using color contrast, it can enhance the visual impact of the screen, and the subject will become more prominent; color harmony refers to the matching of different colors, producing a harmonious, unified effect, the role of color harmony, mainly It is to enhance the comfort of the picture and achieve a physiological balance.

5. Conclusion

It can be seen from the above analysis that in the context of new media, both the way of creating and disseminating photographic works and the audience have undergone significant changes, which has brought challenges to the development of the photographic industry. As a practitioner, only by strengthening the sense of social responsibility of oneself, so that the positive role of photography

can be maximized, can it become a challenge and promote the photography industry to move toward a more systematic and scientific direction.

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