

Research on the Development Orientation of Fashion Photography in 5g Era

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Abstract: For the 5g Era, combined with the development of the 5g Era and the current situation of fashion photography, this paper puts forward the development orientation of fashion photography in the 5g Era. The common development of photography and fashion is the result of the common development of photography technology and fashion. Photographers convey fashion information through photos, but also express personal attitudes and views on society and culture, so fashion photography has more social attributes. 5G is high-speed, with great capacity, low delay and extremely low energy consumption. It is an Era when video shines brilliantly. At this time, photography should go far beyond traditional functions, be endowed with deeper meaning, and become one of the important expressions of information dissemination and people's social cognition. Traditional fashion photography can no longer meet the existing needs, and its development trend is to integrate closely with video and other technologies.

1. Introduction

The wave of 5G is more violent than previous communication technologies. Affected by the frictions in Sino-US relations and the trade war, 5G has once again been pushed to the forefront. Disregarding the image of its national machinery, the US government blocked and cracked down on private companies such as Huawei in an attempt to slow down the 5G process. But because of this, 5G has become the hottest topic for a while, and it has also accelerated the entire 5G construction process [1]. Fashion photography is a form of photography accompanied by the development of the fashion industry. In addition to delivering the most fashionable and fresh product information to people of the same Era, it also conveys the artistic ideas of the times and social and cultural information[2] . As a form of advertising in mass communication, it has both commercial and literary values. Therefore, compared with other forms of photography, fashion photography has more sociality. This sociality is the source of the idea of fashion photography [3]. The revolution and progress of communication technology is not only a rare development opportunity but also a new challenge for the whole news communication industry. New media is undoubtedly the most dazzling “trendsetter” of the news industry in the 3G and 4G Era. Whether it is short video, webcast or diversified we media platform, it is a new field brought by new media different from traditional media, and gradually has more voice in the public sphere than traditional media [4]. The conceptual consciousness of photography refers to the photographer's desire to express his thoughts consciously in photographic works. Compared with other types of photography, fashion

photography has more desire to express, so it also embodies more conceptual consciousness because of its clear function and content, that is, to publicize products or images. This concept adds more interesting artistic conception and mystery to photos in fashion works [5]. In the development track of fashion photography, the concept consciousness is also of great significance for the different manifestations of photography in different periods. Studying the conceptual consciousness of fashion photography is to sort out and grasp the internal causes of the development and evolution of fashion photography. It is helpful for us to understand the creativity and expression of fashion photography in different times, as well as to study and analyze the current fashion trend of photography [6].

2. The 5g Era and the Concept of Fashion Photography

2.1 5G Era

The arrival of the 5G Era is another breakthrough change in communication technology. At this stage, the dependence of users on mobile terminal equipment may be more obvious in the 5G Era. In the 5G Era, digital media will also break through the limitations of existing terminal equipment and spread throughout the daily lives of the audience. News information will no longer be confined to graphic forms such as graphics, text and video, and the external representation of digitization will be more three-dimensional. Users will not only have a stronger sense of authenticity to the information, but also have stronger user stickiness. With the official issuance of 5g commercial communication photos by the government and the gradual listing of 5g terminals (smart phones supporting 5g) of various manufacturers, we can clearly see that the 5g Era of mobile communication has entered the life of users. The development trend of high sense officialization of new media industry will be further developed by leaps and bounds based on 5g technology.



Fig.1 The Era of Short Video Socialization Has Quietly Arrived, and 5g Mobile Phones Will Become Mainstream Shooting Tools

Although the concepts and related products of Augmented Reality (AR) and Virtual Reality (VR) have been a hot topic in recent years, and technology companies at home and abroad have also launched related products one after another, the application that can be popularized is still in short supply. Throughout the world, EBU news conference, online news association (ONA), global editing network (GEN), AR and VR are the hottest topics in many media organizations.

2.2 Fashion Photography

The combination of photography and the fashion industry has gone through a long period of time. This has a close relationship with the development of fashion awareness and the continuous

improvement of photography performance. The mutual needs finally make fashion and photography come together and create magnificence. The image world of fashion photography, and photography has become an indispensable force in the building of a fashion empire. As a category of photography, fashion photography, like other types of photography, is a product of the combination of art and technology, but fashion photography gives it another characteristic. Fashion photography conveys fashion-related information through the images taken. Represents different photographers' understanding of fashion. Fashion has always been associated with fashion and avant-garde. These are abstract feelings. Fashion photography expresses these feelings by shooting specific images, so that fashion is no longer abstract, but tangible. The introduction of new shooting techniques has led to the rapid development of fashion photography. Fashion photography has gradually developed from simple recording to expressing the values of fashion brands and conveying brand culture, philosophy and ideas. As shown in Figure 2.



Fig.2 Fashion Sports Style

We usually associate fashion with some specific visual elements. Fashion is a way of life, so fashion photography records not only simple images, but also a realistic state and the mark of the times. Its development has gone through a long process, which is the cultural spirit of an Era and the concentrated embodiment of people's thoughts and wishes. Nowadays, fashion photography is in a highly developed state of photography technology and conceptual art, and the development of conceptual art is relatively mature. Nowadays, the expression of humanistic spirit is a breakthrough, and it has more social attention and recognition. In modern art exhibitions and design exhibitions, it can be seen that artists and art appreciators use art as a form to interpret society, interpret the problems and solutions of human beings themselves, and their artistic creation and expression are also very mature.

3. Development Orientation of Fashion Photography in 5g Era

At present, the rapid development of science and technology, the continuous development and popularization of digital processing technology and software have fundamentally changed the century old traditional photography mode, making traditional photography suffer a very strong impact. Mobile photography is becoming more and more popular. Many people will think that mobile phones can take photos and what to do with such a bulky SLR camera. This has also brought some disputes between many so-called professional photographers and some photography lovers. We have to think about why so many people choose to take pictures with their mobile phones. First, it is cheap. Second, it is easy to carry and operate. It can be edited directly after shooting, and then published on the Internet or spread. After shooting, SLR cameras have to be

imported into computers for editing. However, the use of film-repairing software is still very difficult, and ordinary people cannot operate it. Therefore, many people think that the arrival of 5G will eliminate professional fashion photographers. However, it is not. With the advent of the 5G Era, people will be more eager to see high-definition, professional and innovative photographic works, which cannot be achieved by using mobile phones alone. This gives photographers more creative space and enriches Photographers' means of expressing their subjective thoughts and creating works have increased the possibility of continuous innovation in the world of photography, making photography break the traditional roles and frameworks.



Fig.3 Fashion Photography in the 5g Era

The most important thing about photography is that it shows natural, real and unmodified beauty. Looking at some foreign fashion photography works, it's natural to see their models walking on the road. Although they all wear fashionable clothes and are even regarded as monsters or alternatives in the eyes of ordinary people, they are not shy at all. Even if they are naked in the downtown, they are so calm and natural. What we are looking for is such a return to nature, such a natural presentation, such beauty in nature, and photography needs such real inspiration. Fashion photography should have bold innovation not only in its creative form, but also in its true connotation expression and essence. Fashion photography is no longer just a simple photography in this Era, but diversity, comprehensiveness, individuation and interactivity will also be truly reflected in fashion photography.

As the field of fashion photography in visual art creation, its creative form will also be based on technological development, forming a new pattern, forming its own unique artistic expression to the greatest extent, and causing earth-shaking changes in the process of artistic practice. With the continuous development of fashion magazines, fashion photography occupies a very important position in the magazine. These eye-catching photos have drowned the editor's words. However, with the advent of 5g Era, streaming media images are more attractive to readers. Today's magazines are more electronic magazines. Fashion photography at this time is the combination of fashion, technology, concept, thought and art. It strongly shows the characteristics of diversification, personalization and interaction in the digital age and under the trend of fashion photography.

4. Conclusions

In the 5G Era, fashion photography will get unprecedented opportunities for development, and will also face a number of challenges. Keep a close eye on the forefront of technology, aim at the development trend, take advantage of new opportunities, be close to the needs of the audience, and show better content and services to users. In the 5G Era, the speed is getting faster, the video is getting shorter and shorter, and the viewer's attention is getting less and less. However, the diversity,

complexity and vividness of the world have not diminished, nor has everyone's desire to understand and become a part of the world. In this Era of information at your fingertips, information with depth, breadth, freshness and warmth is as scarce as the viewer's attention. Under such a development background, the image processing capabilities of photography enthusiasts may be comparable to those of fashion photographers. High-quality content and unique vision are the keys to winning the competition of combining fashion photography and video technologies. Only in this way can we inject new blood into the development of fashion photography. The development of fashion photography in concept art in 5g Era is not only the requirement of the times for fashion photography to participate in mass communication and social consciousness construction, but also the inevitable trend of the development of cultural consciousness. At the same time, the wind of art blows to commercial publicity, which is also a manifestation of the improvement of the overall cultural level of the society. Grasping this trend is also very necessary for the role of photography in the intersection of the development of art and fashion. This trend is also changing from the pioneering concept of several photographers to the development direction of general photographers. In a word, the excavation of fashion photography in concept consciousness will go on for a long time, and will go deeper. Grasping the development trend of concept consciousness, letting more cutting-edge artistic concepts walk ahead of fashion photography creation, and letting fashion photography works with a sense of the times walk ahead of mass propaganda forms are the concrete embodiment of fashion photography.

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