Summary of Commercial Photography Skills in the Context of Visual Communication

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Abstract.

This paper presents the summary of commercial photography skills in the context of the visual communication. Visual communication design is through the creation of visual images to convey the designer's ideas, modernist design is to explore the new form of visual language as the starting point of the rise of the design movement, in the design history, the new visual communication design form is often based on the traditional art on the basis of rebellion, the designer through the continuous self-reflection, in the history of art and design inherited the history of rich works of nutrition under the premise of constantly beyond the predecessors, in order to achieve visual language innovation. In the creation of film and television advertising, composition, color and light of the three have a very important position, and these three are indispensable, therefore, the creator of the actual creation of film and television advertising when the skills will be strict claim. This paper proposes the novel paradigm for the issue which will promote the further development.

Keywords: Commercial Photography, Visual Communication, Review

Introduction

The most essential thing in commercial photography is the external manifestation of temperament, and the need to strengthen this temperament is a kind of aesthetic at the cultural level, only to achieve internal and external unity in order to achieve the ultimate harmony. How to achieve harmony, first of all own mind to have a clear concept, photography is not ordinary people seem so simple by a shutter, it contains the photographer pre-planning, shooting among the light, for the scene of the situation, for the moment of the model to grasp, character modeling, photographer and the model between the cooperation and understanding, and all this determines the final effect of this photo. In the rapid development of the commodity economy in today's society, all kinds of propaganda media rapid development, and commercial photography with its authenticity, timeliness, diversity, agility of the advantages of photography in the field of possession of a place. Artistic features make photography all the way to express and convey information about the goods. Commercial photography cannot be separated from the essence of photographic art, effective content, sensory effects, creativity and expression of the way that is
the commercial photography must have the artistic means. Commercial photography only focuses on its artistic expression, so that the screen has a stronger visual impact and attractiveness, so as to obtain the special attention of consumers in order to achieve its value.

The most essential aspect of the commercial photography is color which should be well focused on the following aspects. (1) We can understand the essence of portrait photography as: the idea into the picture, the picture into the color. In the creation of portrait photography, we cannot understand and use the color alone, but to the same color and different colors of the organic combination of color, but also need to take into account the light, environmental factors on the color of the excitation effect. (2) Good works bring to the audience a sense of delight, a good color to convey to us the feelings and the language that are not to be. So many photographers are the use of the color, the language communication for himself and the audience's psychological distance, work in a variety of emotions that for the audience to read. (3) Regarding the commercial photograph photography, the color cannot be separated from other photographic modelling factor to exist independently. Therefore, we must be good at processing between the good color and the composition, the light shade as well as the actual situation relations. First, the composition is the commercial photograph photography premise as the attractive picture form has not been able to achieve the esthetic demand, therefore, in photography photograph time as the use color language obtains the color rich work in the perfect composition foundation. Next, the light shade was the commercial photograph photography creation foundation, the color had supplemented for it vivid and bright vitality that causes the character that the light shade described to be more concrete profoundly. Finally in the processing picture actual situation relations may increase the picture using the color spot and the line the artistic appeal, the increase picture vigor.

Figure 1. The Commercial Photography Demonstration.
Our Proposed Methodology

Visual Communication. Visual communication design refers to the use of visual symbols to convey a variety of information design. The designer is the sender of the message and the object is the recipient of the information, referred to as the visual design. Visual communication includes: "visual symbols" and "communication" of these two basic concepts. Therefore, personality has a very important value in visual communication. The personality of visual communication first manifests itself in the uniqueness of the originality. The uniqueness of creativity is due to differences in the perception, consciousness and psychological state of visual artists. Unique creativity can not only reflect different artists to observe, experience of life and the different aspects of thinking and method, also can reflect the artist's understanding of life different concerns and, in particular can reflect the different visual artists on the preferences and pursuit of artistic language style.

In the visual image mold, may through design the special shape or the special color relations in the work, in the constitution modelling relations visual enhancement spot, thus builds the work by the special part the optical center, forms effect which likes a crane among chickens. In the advertisement, the decoration, the demonstration and the product and so on in the practical fine arts work design, the special method prepares is taken that can be reviewed from the following aspects.

- Many of the milestone events in the history of visual communication design come from the major breakthroughs in the field of science and technology. The impact of science and the technology on visual communication design is mainly manifested in the replacement of new materials, the involvement of new technology and the use of drawing aids.

- The design concept of the innovation related to the visual communication design work communication effect, visual communication design, the concept of innovation to highlight the characteristics of the times, firmly grasp the pulse of the times, the design works can embody the spirit of the new era, in order to design a good design works can cause the resonance of the audience.

- Visual communication design to material, shape, color, text, decoration and other forms of the elements for the art language, through the above elements of a regular combination of the elements, thus forming a design art works. Art language to show the content of artistic works as a starting point, but the art language itself has an independent aesthetic value.

- Between the different things, things between the two poles, there is a huge middle ground, and mutual penetration, blend and transformation. Designers in the visual communication design to effectively use the ambiguity that not only can improve the visual image of expression, accurately convey their original intentions, but also to create
a variety of visual environment, to promote people in the cognitive process of visual thinking and imagination.

Elements of visual communication

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The Photography Skills Analysis. Creators of the film and television advertising creative process is from scratch, therefore, the use of addition is very critical, the creator of the creation of the time, according to the characteristics of the performance of film and television advertising to create, usually through the performance of film and television advertising out of the goods is not entirely the goods themselves to show, but the goods have some kind of function to show it.

Therefore, in the creation of film and television advertising, you need to use the addition to the film and television advertising to further deepen. Creators in the detail processing of film and television advertising, we need to use subtraction of photography, the aim is to each shot of film and television advertising works try to be perfect, and especially on the nature of the goods have subtle features, in order to highlight the main information of goods. Therefore, we can consider the issues from the following aspects.

- The use of a variety of forms of expression, so that the value of the screen to increase the value of the maximum increase to meet the audience psychology, so that by the recognition to achieve resonance, and then get deep-level resonance, and then finally to produce the best communication effect.

- The embodiment of the creation subject subjective consciousness based on the audience thought synchronization, excite their thinking is triggered, conducted on the basis of logic of thinking and thinking in a flash, until the audience to accept the conclusion.

Commercial Photography. Advertising photography is for the goods to shoot to reflect the appearance of the appearance and use of photography, including the photographer's aesthetic and emotional experience, this experience to meet the public's aesthetic effect to convey the information of goods, and guide consumers to buy the desire and behavior. Advertising photography can spread commodity information, and promote the circulation of goods, is the art of photography as a means of expression, to serve the commercial behavior of graphic photography and photography art. Relative to the art of photography, advertising photography
in the creation of the lack of flexible free space, because it should cooperate with advertising, the use of visual communication design theory to form a complete advertising design. Therefore, advertising photography is also an important form of the advertising art that widely used in various media, windows, light boxes and other publicity.

- In the expression of the concept of the dynamic time, not only through the use of high-speed shutter solidification of the dynamic side to express, but also with the contrary, the use of slow shutter this technique is presented. In the commercial photography, to make a good product texture, often use a small aperture, which is inseparable is the use of slow shutter with the. Especially in shooting can be shining objects, use of slow shutter shooting is very important.

- In the current commercial photography, creative style of photos usually have a unique perspective to choose either, or a variety of means, either wonderful narrative plot of one or more of the following elements, these photos tend to be some surprise and joy to the audience, so as to guide them to pay attention to product to buy in the picture is pointing to.

- In the choice of visual perception, the dynamic things are often more than the static things to get people's attention, image advertising to take a dynamic feeling, as that commercial photographers in their own creative process need to focus on a problem. We through three common ways to show how to shoot in the commercial photography to create a "quiet and vivid" visual experience.

Human when carries on the observation choice to the thing, affects factor besides thing itself characteristic, but also must consider its own innermost feelings the demand as for example in the child thing advertisement according to, besides introduced the good product the function, most main is must aim at the young parents psychology, the union product social present situation, manifests its comfortableness and the security with emphasis. Moreover, likely when photography movement clothing, the photography must in relief the youth, willful, fly upwards emphatically feeling, because this likes one side which the movement the crowd most wants to obtain and to display. In brief, the commercial photographer in is loyal to the performance product outside the outward appearance, but also must carry on to its expense crowd locates accurately, photographs can cater to their taste the commercial picture, thus realization propaganda commodity effectiveness.

Conclusion

This paper presents the summary of commercial photography skills in the context of the visual communication. We are always in contact with film and television advertising, in short, film and television advertising is through the use of a picture of the composition, and want to ensure that the entire film and television advertising more perfect, then it is necessary to perfect a picture of each picture, at the same time also effective To ensure the effective connection.
between the various screens. In the creation of film and television advertising, composition, color and light of the three have a very important position, and these three are indispensable, therefore, the creator of the actual creation of film and television advertising when the skills will be strict claim. In the future, we will then integrate the more related issues to propose the novel idea of the commercial photography.

Reference


