

The fashion photograph essay



Media is a very powerful form of communication; it almost controls how we think, and change our opinions towards many issues. Photography is one of the most important forms of the media; it appears on our every day life, such as news papers, magazines, posters on the streets, and advertising is now an essential part of the fashion business, because of its existence we are able to see the images of garments in a more realistic form and it affects the market with a great deal of power. A good photograph can seduce consumers, make them become interested in the products or wanting to purchase them. Fashion photography is a new state of art, Charles Worth is credited as the very first person responsible for the idea of using live, moving models to show his clothes, and the first illustrated fashion magazine, Vogue, launched in 1892 which fashion photography started and developed, photographers such as David La Chapelle and Andrea Giacobbe have used computers and visual art to manipulate pictures and produce surreal fashion imageries, and the development of the S. L.

R. camera in the sixties aided a more relaxed and realistic approach to portraying fashion and models. The world has changed through the advance of technology, especially digital and information technology in these years. It is now essential for every one to own a computer as and now almost every thing can be done through a computer, (even dating??!) photography is one of them. When we think about digital technology in terms of fashion photography, the first thing that comes across our mind is a digital camera. In my personal opinion, it is a very good and convenient change in the photography industry, below are the strong points of digital photography:

Fast viewing -A digital camera provides all the same function as a traditional camera, except it has a L. C. D.

(liquid crystal display) screen what we can see the images which have been taken straight away, and it needs no film. Photos taken from a digital camera comes in data a form which we can see on a computer screenTime-saving ??“ Data can be transported to the magazine publisher via e-mail. This saves a large amount of time in developing the film first, and then send them away, therefore it is much quicker and easier to work internationally.

Safer transportation – as if the e-mail is lost, they can always be sent again as long as the original data is saved on to the hard drive, and the photographs will not get wet or damaged because of the weather during the delivery. Easy developing – A break through of the traditional way of developing films. Images can be printed straight away; therefore there is no need to wait for the photographs to dry like the traditional way of developing, and as a digital camera does not need films, photographers can now carry a little bit less things in the bag, and there is no need to worry to about the wastage of films and there is no need for a dark room, therefore it is more eco friendly. There is also an advanced method of editing photographs: computer software. For instant, ??? Photoshop??? is a very useful software which is created for editing digital images. It allows us being more creative and free style of editing.

It has varies of functions, such as changing the lightings, add more or reduce the lightness, cut out the images from the background add objects into the photograph which can be download from the internet. We can be very

creative and achieve the impossible by using the software. For an example, surrealism fashion photography.

In the old days, in order to make a surrealism photograph, photographers often had to take images of objects from various difficult angles before they are ready for editing, with a computer software, fashion photography can sometimes be ??? not photography???. In the traditional way of making a photograph, one must first have an object to shoot at, capture the image of the object, then edit them, but now, with digital technology, we now do not necessarily need to have an object in the first place or no longer have to think of complicated ways of making them it can all be done within a few clicks. Below are a few examples: The above picture is from the famous VIKTOR & ROLF LOVES H&M collection, the Dutch surrealism fashion designers.

In the picture, the image of the frame is virtual, it is created entirely through digital technology, such a frame did not exist in the first place. Picture 2 Picture 2 shows the red liquid splashes are added on afterward by a digital image editing software. In the old days, to make such a photograph can cost a few garments as such shot is very difficult to get it right in one shot.

Picture 3 In picture 3, the hair of the model is twisted in an unrealistic way, in real life, our hair is not able to stay up in such height without any support, with a photo editing software we can now achieve the impossible. Strong points of digital editing are as: Easy editing ??” We can now repeat the same pattern without going through all the trouble, cut out images from the background and place them some where else, or simply get rid of them.

Change the colour of objects, if a number of same objects are needed in different colours; resize the images to fit all kinds of widths needed Scanning ??“ it is possible to input images via a scanner for feather post editing Less need for traveling and moving ??“ if there is a certain background or set is needed but they happen to be far away from the studio, we can just have the set or the background taken, images of the main object can be then added into the background therefore the crew does not need to travel and carry all the equipments. Reversible – All stages of editing can be reversed if they turn out to be under satisfaction, therefore there is no need to retake the images or redevelop. The software is also a graceful creation to the models, as we can easily take away the flawness of the face such as wrinkles and moles without putting more make up on, it can also help to make the models??™ skin look ever more radian, or even look more creepy by adding heavy eye shadows Fashion photography is about catching ones attentions and embellishing the products, although sometimes things can be more beautiful in the photographs then in real life. Products can loose their realness and be misguiding consumers if over edited, it is quite often that we see some garments in the magazine that look totally a different story on the rails. So is it really all thumbs up to the digital revolution in the fashion photography industry There are of course some weak points of the digital photography. One being – photographs taken by a digital camera can sometimes be too sharp.

Because of digital technology is about accuratecy, so sometimes the back ground can be too clear therefore loose the focus on the model, and sometimes there are some certain colours or effects which a software data

base does not have, in this case, it can sometimes only be created by our own hands. Now days people are relying too much on the instances of digital photography, it is very often that we see so people with a digital S. L. R. shooting lots and lots of images with out thinking, and the pictures are not of good quality. It is lowering the quality of photography, it has in a way, becoming a ??? luck??? thing rather than taking time to think about the compositions, lighting, and so on. If photographers rely too much on digital photography software, there can be possibilities that the way we develop films will never advance as there is no one willing to try new methods of developing photographs.

And the software is not very easy to learn, the programs is quite complicated with all the small icons and not so clearly identified tools, one can easily be lost if started the program with out any instructions. Differences in hardware can sometimes cause misunderstanding due to the resolution differences of each screen and the DPI of each printer. Another big change in fashion photography linked to digital photography is the way they are being browsed - The advent of internet. It is a new alternative of distributing and receiving information. Before the advent of internet, fashion photography can only be seen in fashion magazines or advertising boards on the streets.

The popularity of internet is growing very fast. We are now able to see images with leaving the house or buying a magazine. It is a faster and more convenient way of distributing and announcing to the businesses, it is also another way for the consumers to get the most updated information.

Photographers can now set up their own web sites and post their work on them to be introduced or more announced, almost every brand now have

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their own official web sites. The fashion business is also about publicity, the internet helps them to distribute information to a wider audience, and the photographers to be more announced.

To sum up, the world is globalising more quickly because of developments of information and digital technology, this means that information is transmitted more quickly and easily and being viewed by a wider audience, the pace of change in fashion is fast accelerating. In order to pick up the pace, it is necessary to construct a web site; therefore, digital photography is absolutely essential to have. Digital technology not only brings us a lot of conveniences, saves us time, it also helps us to be more creative. It is certainly a great change in the fashion photograph industry for using digital technology. A good and talented photographer can be much greater with the help of digital technology with all the benefits mentioned above, therefore fashion photography can expand more widely in many different aspects, not only because of the conveniences but also the creativities it brings, but also because of it is certainly the most efficient way of working internationally.

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