

The Application of Photography Art in Visual Communication Design

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Abstract: With the continuous development of digital technology and the rapid progress of society, photography art has become an indispensable element in visual communication design, and has gradually integrated into the three-dimensional design concept of space display, making the works more artistic and ornamental. With the continuous expansion of the service objects of visual communication design and the change of the aesthetic concept of modern people, the art of photography has been more widely used, which has further promoted its development. At the same time, it has also brought new power for the development of our country's digital economy. Therefore, this paper explores the application of photography art in visual communication design, firstly expounds the role of photography art in data communication design, and then analyzes the application of photography art in visual communication design, so as to provide references for promoting the development and application of photography art.

Keywords: Photography art; Visual communication design; Apply

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1. The role of photographic art in visual communication design

1.1 More complete details

From the perspective of artistic development, the application of photography art can complete and supplement many artistic details. With the continuous development of photographic technology, the research of photographic principle and developing technology has become an independent art. Photographers through innovative perspectives and ways of expression, make the social reality highly restored, the artistic expression to the extreme, the formation of a new design concept and concept. In the past, many artists recorded war scenes mainly through imagination and expressiveness. Nowadays, photographic artists can use photographic art to visually and vividly show the cruel and terrible scenes of war to people, so that visitors can feel the cruelty and pain of war more deeply, and help improve people's value and maintenance of peace. The rapid development of digital technology has brought development opportunities for visual communication design and photography art, so that designers and photographers can use digital technology to achieve a more sophisticated and diversified expression. This not only enables the function of the visual communication system to develop, but also brings a good adaptation^[1] to the personalized requirements of consumers.

1.2 Richer emotional communication

The art of photography is not only an aesthetic expression, but also has important historical and emotional significance. Through photography, people can accurately understand the development of history, remind people of that history, and deeply appreciate the importance of history. At the same time, these historical photos are a kind of cultural heritage and an important form of cultural inheritance. In addition, photography is also a way to convey emotions. By taking pictures, photographers can express their emotions and opinions, and let people feel the emotions expressed in the photos. For example, a happy wedding photo can make people feel happiness and warmth, and a sad photo can make people feel sadness and pain. Photographers can express their emotions more deeply

through composition, color, light and shadow and other means, so that people are deeply infected and moved.

1.3 Reconstruction of narrative mode

Through its unique narrative method, photography makes the public more deeply understand that media is the source of information, thus promoting the visual communication design to a new level. Photography art subverts the traditional flat narrative method and uses three-dimensional picture language to form a new visual art language. It presents the story in the form of images, through the use of light and shadow, composition, color and other elements, to bring the viewer into a new sensory experience. This three-dimensional narrative mode brings innovative language to visual communication design, making design works more vivid, interesting and fascinating. Through its unique narrative method, photography art constructs a daily experiential visual fantasy, which can not only meet people's aesthetic needs, but also bring a feeling of being in the scene, so that people can obtain a kind of spiritual satisfaction. Photography can also alleviate the crisis of symbol and identity for the masses. In today's society, people are facing more and more conflicts and challenges of identity and values. Through the transmission of information and images, photography art can build a new identity for the audience, enabling people to build a new self at the level of public acceptance. In addition, photography can effectively solve the paradox between elites and mass culture, and everyone becomes a creator with the help of photography art, which enables the public to have more equal status and rights in visual communication design^[2].

1.4 Form a variety of expression techniques

Visual communication design is the foundation of the progress of human society. The intuition of photography art and the symbolism of symbols reflect the sense of The Times, scenization and space of visual communication design, which is easier to form symbolic meaning than the traditional expression of abstractionism, and also makes the expression methods of visual communication design richer. From oil painting to photography, image language expresses a real world through more accurate depiction. The art of photography can move people more with its ultra-modern reality. For example, the real grand narrative in the photographic work *Hungry Girl* shows a suffering world through the photographer's lens, making people more deeply aware of the cruelty and injustice of the world, which is more vivid and concrete than the traditional written narrative. Photography can also show different emotions and themes through color, composition, Angle and other techniques. For example, by using black and white tones, you can express a heavy, depressing feeling; Through the use of diagonal composition, you can express the feeling of tension and dynamics. These techniques can bring more ways of expression to the visual communication design, making the design more diversified.

2. The application method of photography art in visual communication design

2.1 Application popularization mode

The purpose of visual communication design is to convey information and express intention through images, and establish an interactive connection with the audience. The art of photography plays an important role in this process, and through the application of popular methods, the visual communication art is easier to express and the technical difficulty is further reduced. With the rapid development of digital technology, everyone can become a photographer nowadays, but many works are difficult to reach the height of art works. However, this popular application of photographic art makes visual communication easier. One of the most obvious examples is the various retouching applications prevalent in mobile terminals. Each user can beautify their own images by unique personalized means, which is an artistic behavior in essence. This kind of use of popular photography art originates from the imagination of the painter and from the objective facts of social life. Taking two photographic works as examples, we can better understand the popular application of photographic art. For example, the *Window View of Le Gouras* in 1826 is the first recognized photographic work in the world, which shows the scenery outside the window. The shooting of this photo requires a lot of time and technical knowledge and can only be done by a professional photographer. In 2015, three-year-old Syrian Refugee *Lies dead on a Beach*, a photograph taken by an ordinary person, shows the harsh reality of the refugee crisis. The photo spread quickly through social media, drawing attention and resonance across the globe. These two works show the gradual trend of photography from a professional field to a popular one. The popularization of photography art makes visual communication design more diversified and popular. Through the participation and creation of ordinary people, photography can better reflect social reality, convey emotions and arouse resonance. The popularization of photographic art has also promoted the development and innovation of photographic technology, enabling more people to express their views and emotions through photography. In short, the popularization of photography art in visual communication design makes visual communication easier to express and understand. Whether it is to beautify photos through retouching software or to reflect social reality through the creation of ordinary people, the popularization of photography art has brought more possibilities and innovations to visual communication design. This trend will continue to develop, bringing more creativity and expression to visual communication design^[3].

2.2 Application of creative methods

In the visual communication design, the development of photography art also pays more attention to innovation, and is no longer limited to the classic formula of traditional art and design. The basic elements of visual communication design can be divided into points, lines, and surfaces, which usually adopt the method of bright or dim color, simple or colorful color, as well as the contrast between tones or colors, and can also use body parts, shapes, sizes and colors as visual focus to enhance the charm of the picture. As an important element in the composition, points can guide the audience's attention through light and shade contrast and color contrast. The structure of the line has the function of boundary, and the order of the image can be highlighted by the comparison between various colors and regions and between various images. The direction and height transformation of light can show different vision, reflecting the basic characteristics of the composition of the work, and through the selection of the Angle of view and focus of the picture, it can highlight the visual impact of the work. The shape design in photography creation is inseparable from the content of creation, because there are many languages in photography art, only in the creation of creative content. For example, the famous photographer Ansel Adams' work "Moon Rising" shows the creative application of photography art in visual communication design. The image has the moon as the visual center of the point, creating a strong contrast through the bright moon and the dim background. The use of lines is reflected in the shapes of mountains and clouds, which change through different curves and lengths, creating a sense of flow and dynamics. The composition of the whole picture highlights the visual impact of the moon, leaving a deep impression. Therefore, photography art is being widely used in visual communication design in more creative ways, making visual communication design more diversified and bringing more shocking and attractive visual experience to the audience .

2.3 Design and application of ideology

Photography art is a unique form of aesthetic expression, which shows the unique ideology of the people through the creation of the photographer and the feeling of the viewer. Ideology plays a vital role in the creation of photographic art, which can improve the photographer's aesthetic level and make him better to create his works. Good ideology can not only improve the artistic accomplishment of photographers, but also directly affect the role and value of works, and bring more pleasant experience and feeling to viewers. As the background of photography art creation, social environment directly shows the relationship between superstructure and economic foundation, and also has different degrees of influence on people's lives. Photography is interwoven with other art forms such as music and drama, which jointly promote the progress of social ideology. With the development of society, the expression of film and television works has also shown different characteristics. In the process of production, film and television works can show the connotation of art and culture, so that viewers can feel the powerful shock brought by visual communication design. For example, Henri Cartier-Bresson's collection Decisive Moments is a good example. He captures very short moments by means of snapping, generalizes decisive things, and expresses them in a powerful visual composition. These instant freeze-frame pictures give things greater value and meaning, so that the viewer can more truly feel those disappearing faces. The true display of this kind of art helps to promote the development of the ideology of the whole society, so that people have a deeper knowledge and understanding of social phenomena.

Peroration

In contemporary society, the application of visual communication design is more and more extensive, which is not only widely used in advertising, packaging, publishing, exhibition and other fields, but also has become an important part of modern culture and art. Photography art, as an important form of expression, has its unique expressive force and value. Through the innovation and development of photography art, it can not only convey profound emotions and ideas, but also create more aesthetic and expressive works, bringing more colorful forms of expression to visual communication design. Therefore, the application of photography art in visual communication design plays an irreplaceable role in promoting the development of visual art and enhancing people's perception and cognition of beauty.

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