

Research on Color Language in Contemporary Photography Art

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Abstract

Photography is an important tool for spreading culture, art, and science and technology. Photography is colorful; color is a visual nerve stimulus that originates from the response of the visual nerve to light. For photographers, a camera is just a tool that captures the moment of beautiful colors, but we have to discover it ourselves. There are many technical processes in photographic works, but the use of color language in photography is one of the most critical techniques. This paper elaborates the characteristics and composition of color, analyzes the configuration of color in photography, and the matching applications in photography, in order to help photographers take the initiative of photography, and use color complete the photography theme expression.

Keywords

Color; Photography; Application.

1. Introduction

Human's love of color is almost innate. As the language of visual art and an important means of expression, color has always been the subject explored by artists. The language of photography has a strong artistic expression. The artistic expression of photography is mainly accomplished by the combination of light and shadow in the language of photography and the expression of color. The first impression of a good photographic work in front of the audience is the expression of color. Therefore, the use of color is the top priority of photography technology. How to make the work catch the audience's attention and express the photography and clearly express the theme of photography is a question that photographers need to study in depth.

2. The Nature of Color

Color is the feeling produced by the physical reflection of light from the object onto the optic nerve of the human eye. The three elements of color include hue, lightness, and saturation. Hue is the most basic characteristic of color, and it is the most accurate standard to distinguish different colors. Black, white, and gray are generally called achromatic. These three colors play an important role in photographic composition. For example, in black and white pictures, the different proportions of these three colors can form three different tones of high, medium and low. The picture with white or light gray as the main and black or dark gray as the secondary is called high-profile structure. High-profile pictures are generally clear, concise and elegant. Except for black and white, the halftone picture is mainly composed of rich gray levels. The mid-tones are generally harmonious, gentle and down-to-earth. The low-key picture is mainly composed of black or dark gray, and the main part of the image is delineated by white. The low-key picture generally gives a deep, dignified and depressed feeling.

Color is divided into warm and cold. It is mainly formed by the human senses' psychological response after being stimulated by the color. For example, red is associated with fire, creating a warm, unrestrained feeling; blue is associated with the sea, and green is associated with the forest. Color and weight are also caused by Lenovo. Black is the heaviest and white is the lightest. Colors with high lightness and cold light visual weight, colors with low lightness and warm have heavy visual weight. The so-called emotional characteristics of colors are the effects that people have when viewing colors. In nature and human life, since a certain hue is always associated with a specific object, people have

formed a relatively stable understanding and feelings for this for a long time. Therefore, when you see a certain hue, it will be natural. Ground associates with a specific object. Different colors can make people associate differently. For example, red reminds people of the sun and flames and makes people feel warm. Red symbolizes joy and shows a warm and jubilant atmosphere. At the same time, because of the red light wavelength, the penetrating power is strong and irritating, which makes people feel excited; yellow is reminiscent of the symbol of a good harvest and gives people a magnificent feeling.

In general, due to the reflection of the object or the transmission of various light waves, the object can indeed affect the colors seen. For example, during the day, no matter how the outdoor natural light changes, the grass always appears green. On the other hand, the blue navy suit may become black under the light. It can be seen that the color of the light source is an important factor. The densely forested distant mountains appear to be light blue because the light is blocked by the atmosphere and scattered. As we all know, densely wooded hillsides are actually dark green, but in this case, the environment determines how we feel.

3. The Application of Color in Photography Art

3.1 The application of color in landscape photography

Scenery is also called scenery, and color is an important factor. In terms of color purity, various colors generally contain a certain amount of white light. The lower the white light content, the more saturated the color and the more vivid the visual effect; the higher the white light content, the lower the color saturation, the darker the color effect is. In landscape photography, high-saturation colors can give people a strong visual impact, while low-saturation colors can give people a sense of mystery and fascination. There are two different styles in landscape photography. One is the pursuit of harmony and unity in color, a quiet and elegant style, that is, more use of low-saturation colors. A picture is usually dominated by the same color tone. The visual experience is pleasing, fresh and natural. Another type of landscape photography that expresses natural colors and light and shadow effects often pursues the true expression of various things in the sun in the nature, or even deliberately pursues a variety of high-saturation colors, and likes to use complementary colors in contrasting colors. Color in order to form a strong visual impact. The former blends the subjective emotions of the creator, while the latter is closer to the essence of nature. When people are photographing, their psychological perception of color can express a specific theme. For example, to express the tranquility of the sea, the ethereal spirit of the valley uses blue and blue tones.

A lot of photography is not necessarily limited to the promotion of products. There are also many natural landscape works. Natural scenery is natural scenery, and the use of color is more extensive. When the natural light is sufficient, the purity of the white light of the color is lower, so the shots are brighter and more vivid and authentic. On the contrary, it is easy to express a certain degree of darkness and opacity in the work with colors with lower saturation. Highly saturated colors are generally used in some descriptive works in natural landscape photography. The works are mainly to truly reflect the scenery and regional characteristics of a certain place, and the promotion of some tourist attractions is common. Such photography requires the work to be as possible as possible. The natural scenery is restored, so the color with higher saturation is generally adopted, and the work is more vivid and authentic; the other type of landscape works that often have a uniform main color, pursue a harmony and elegance in the use of color, and the photographed works often express Certain themes, such as tranquility or thinking or low mood, make more use of low-saturation colors. Even in color photography, white, gray, and black colors with zero saturation are commonly used.

3.2 The application of color in commercial photography

Commercial photography mainly uses color pictures to describe goods. For example, the description of food can increase people's appetite. Therefore, as a commercial photographer, you must master the use of color to fully reflect the creativity in the picture. The first is to be good at viewing colors, studying the effect of light on colors, and discovering unexpected colors through subtle observations.

The second is to be good at color matching. Through effective organization and matching of colors, shoot a variety of color pictures. In commercial photography, the configuration of colors should pay attention to the relationship between the subject and the background. The relationship between the hue and the background color in the color profile directly affects the final shooting effect. Therefore, when color matching, you should pay attention to: the color of the subject is brighter and more vivid than the background color, because bright colors, bright colors are darker, and cloudy More effective; bright and bright subject color area is small, dark and low purity background color area is larger, small area is more effective than large area. For example: warm-tone pictures can get a warm and warm feeling; cold-tone pictures can get a cool and quiet sense; high-light pictures can get a bright and relaxed feeling; low-light pictures can get a deep and solemn feeling; brightness contrast or color contrast The main tone can get a sense of activity and movement; the lightness harmony or similar hue can get a sense of stability and calm; the unified picture with a lot of hue can present a lively and active atmosphere.

3.3 The application of color in figure photography

We have always had a consensus that photography and painting are in the same line in terms of creative ideas. Although in the processing of the picture, painting is addition, photography is subtraction. In order to study the use of color in portrait photography, we must start with the artistic treatment of portrait painting. In portrait painting, the application of color is very important in order to show people's attitude, character and personal characteristics. In particular, we should pay attention to the use of color to shape the shape and spatial relationship of the head, show the changes of color in a specific light, and deal with the color tone of the picture and the color composition of the color blocks, the size of each color block and the unified contrast relationship. However, due to the "addition" characteristics of painting, it is more difficult to grasp the performance of the above-mentioned visual sense when it is implemented on camera. After all, in the hands of photographers, "brush" is from natural or artificial light. Like painting, the use of color in portrait photography focuses on the image characteristics and mental state of the subject, which is also the photographer's way of expressing the object's psychological feelings and emotional world. Although from the point of view of physics, we only give more symbolic meaning to the light wave phenomenon of color, but it is precisely because color has different symbolic meaning, so it affects people's subjective feelings of living environment, atmosphere and emotion all the time. When we want to jump an idea on the screen, the distinct effect brought by the abstract color matching is the key to interpret the characteristics of the characters. Because of the emotional factors in the color, we need to carefully consider the color when we express different portrait themes, so as to make the character and surrounding environment of the subject distinct. When the characters become the main body of the picture with relatively clear colors and are highlighted in the center of color block distribution, the cold color contrast of the surrounding environment will be integrated into the visual background and fully mobilize the viewers' emotions.

Many of the works in photography are portrait photography of people, commonly found in various magazines and the Internet. The portrait processing in photography is more about taking the person's pose and personality characteristics as the main points of expression, showing the characteristics of the person's face or side through color matching and light and shadow adjustment, and contrasting and displaying the person through different color tones. Different colors represent different symbolic meanings; common ones such as red represent this enthusiasm, green represents peace and breathe and so on. Different themes of human portraits require the expressions of the characters to be matched with facial images and colors. For example, the determined character is often treated with cool tones, and the main body of the character is highlighted through the contrast between Beijing and color; the shooting of young idols may be more consistent with the method of color grading is not necessarily limited to red. The multi-colored big cards are used to show the character's courageous and forward-looking personality, and contrasted by a variety of background colors. Some neutral tones are the best "additives", without losing stability in the fierce; this is also an effect that some warm colors cannot achieve. The most important thing in portrait photography is the expression of emotions. Portraits

have colorful expressions. These expressions combined with different backgrounds and color combinations can reflect the different personality characteristics of the characters. Pinning emotions on the picture and pinning the picture on color is the key to portrait photography. Portrait photography needs to pay attention to the combination and change of different color systems and different colors of the same color system, and highlight the personality characteristics of the characters, so that photography can take the initiative.

In addition, we need to face the warm tone impact of the entire picture. Originally, warm colors were used most of the time to express festive scenes, but when the image characteristics of the subject and the state of mind at that time were not limited to "joy", we could just use warm colors to describe. The use of warm light sources is complementary to the subject's main color body, and it is reflected in the slightly coolest top of the picture. When the whole picture is in the fusion of blue, neutral shades such as gray and black are the best emotional additive, it is the effect that warm colors such as red and yellow cannot achieve. Pinning emotions on the picture and pinning the picture on color is the key to portrait photography. Our use of color in portrait photography is not isolated. This requires not only the organic cooperation between multiple same-color systems and different color systems, but also the effect of light on color. Good at grasping the color, the characters and pictures will be colorful, mixed and not messy. The French artist Rodin said: "Beauty is everywhere. For our eyes, it is not lack of beauty but lack of discovery." If we do not understand the principle of color and the meaning of color composition, then our work may be dazzling or bland.

4. Conclusion

There is a situation where the photographer is very passive in photography, changes and adjustments of light, shadow, and color cannot be fully quantified by some tools, the application of these color combinations and color characteristics requires the photographer to constantly think, it is not universal, and different photography objects require different treatments. For photographers, in order to improve the level of photography, it is necessary to master the principles of color and the composition of colors, and apply these characteristics to the photography process.

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