

Research on Photography Teaching of Western Classical Oil painting style

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Abstract

Given the current "assembly line" shooting mode in the portrait photography industry's emphasis on quantity rather than quality, this paper proposes to reconstruct photographers' knowledge structures and find training methods from the classics. This paper seeks solutions from a variety of perspectives, including makeup and clothing modeling, posture modeling, lighting shaping, colour modeling, and so on, to reshape the "ingenuity" spirit of photography and raise the quality standard of the portrait photography industry.

Keywords

"Rococo" style, "Ingenuity" spirit, "assembly line" shooting mode.

1. Introduction

During the visit of the photography company, I presided over a program entitled Rococo style Photography sample Creation. I did some research and experimentation with western classical oil painting style photography techniques, and the results were satisfactory. Following that, I applied these gains to the training of enterprise staff as well as the teaching of photography in college, which was well received by the students.

1.1. The Background of the Research

To reduce the cost of developing original photography works, Chinese local wedding photography companies now buy photography samples at photography galleries and use them as a fashionable vane for their photographers to standardize training and shooting, forming a unified assembly line production mode.

On the other hand, the task of developing samples is frequently assigned to personalized micro-studios, which are only concerned with developing samples rather than running photography businesses. To some extent, this solves the problem that it is difficult for photography company operators to strike a balance between technological development and operation, and it improves the efficiency of the company's operation. However, with an increasing number of sample developers, the good and bad are intermingled, and competition at low prices is becoming increasingly fierce, resulting in a decline in profits. This demonstrates a flaw in the sample market, namely, developers who prioritize technology over market understanding. As the number of participants grows, the "technology" deviates from its original path, and the development of the sample becomes less technical. The sample market has reached a tipping point, requiring new ideas to guide it and high-quality samples to drive the market's virtuous circle.

Foreign wedding photography companies provide a different type of photography service than Chinese wedding photography companies. Consider the countries of Europe, such as Italy, Spain, the United Kingdom. In these countries, wedding photography mostly serves the wedding day and is similar to the Chinese wedding documentary. These countries' photography styles are contemporary and realistic.

Given the current market situation in China and abroad, there is a lack of research on the style of retro, elegant, and exquisite wedding photography, and there is a potential market demand for high-quality wedding photography.

2. Take the western classical oil painting "Rococo" style as an example to analyze the characteristics

The "Rococo" art form originated in France and was popular during the reign of Louis XV. It has a light, exquisite, delicate, complex, and elegant style. Rococo style is mostly seen in painting, architecture, sculpture, literature, and music. Rococo art emerged rapidly in France in the 1830s, retaining not only the complex images and fine patterns of the baroque style but also gradually integrating the characteristics and elements of oriental art, particularly the asymmetric beauty in Chinese painting art.

Rococo style is meticulous in figure painting; painters prefer simple, bright colors and exquisite curvilinear compositions to express the aristocracy's life and aesthetics. These painters excel at depicting elegant women and exquisite decoration, paired with beautiful natural scenery or exquisite cultural landscape, and embellished with cherubs and love myths; the colors are meticulous, elegant, beautiful, and mysterious.

This ancient art form of East-West fusion has not been inherited or developed in the field of photography. Photographers in the fast-paced and efficient contemporary photography industry lack calm reading and careful thinking of history and culture, so they fail to inherit a kind of artistic expression that has appeared in the long river of history.

This project focuses on the spirit of "craftsmen" and attempts to carry this spirit forward in photographic creation. The project aims to deeply excavate the cultural heritage and connotation of Rococo's artistic style and integrate it into current popular photography culture, in order to improve photography companies' current cultural image and product quality, and to encourage the photography industry to develop toward high quality and deep connotation.

The advantage of traditional college-style education is paying attention to cultural connotation and connotations. In college, students receive systematic and perfect traditional aesthetic education and creative ability training, allowing them to have a deep understanding of history, culture, and works of art, as well as be influenced by them. Students can inherit the tradition well in this learning environment, innovate boldly, and create wonderful works that are both profound and lively.

3. The process of teaching "Rococo" oil painting style photography to business photographers

3.1. The Teaching Procedures of "Rococo" Oil Painting Style Character Make-up and Garment Modeling

The first step in creating stunning portrait photography is to start with the model's makeup. The details of the model's face, particularly the eyes, frequently become the visual center of the image, the most intriguing location. This necessitates a strong three-dimensional modeling ability as well as the ability to deeply shape and depict facial features. At the moment, makeup artists hired by photography companies are of two types: those who graduated from a makeup training school, and those who self-study and became makeup artists due to their good understanding. They both begin with makeup and receive no systematic or formal painting modeling training. As a result, going deep after learning at a certain point in the post is impossible. In light of this, I organized styling training sessions for the company's makeup artists in order to improve their ability to create freely. Because they all have jobs, it is impossible for them to devote a significant amount of time to basic painting exercises. As a

result, I simplified the learning content. Modeling training includes basic sketch and coloring skills.

Analysis of the learning situation: makeup artists already have some makeup experience, at least enough to complete basic makeup on the model's face, but they lack the ability to shape the model's face further. If we want to break through this barrier, we should enroll in full-value drawing training. Typically, this training begins with sketch painting. In the process of copying and sketching, students will recognize and understand the laws and methods of three-dimensional modeling and then practice constantly to achieve proficiency. At the same time, the study of color principles is critical. The makeup color principle is consistent with watercolor painting, and it is necessary to master the meaning of hue, color brightness, saturation, and the law of harmony in order to match the numerous and complicated colors in a delightful and orderly manner.

The sketch course is arranged as follows: 1 hour of sketch painting appreciation; 2 hours of plaster geometry sketch training; 2 hours of still life sketch practice; 1 hour of head bone and muscle structure analysis; 2 hours of facial features sketch practice; 2 hours of portrait copy and sketch practice.

The color courses are arranged as follows: 1 hour for oil painting appreciation; 1 hour for explaining the three elements of color: hue, brightness, and saturation; 3 hours for watercolor copying and sketching of hue contrast, brightness contrast, and saturation contrast; 2 hours for contrast color and adjacent color watercolor copying and sketching; 2 hours for cold and warm tone watercolor copying and sketching exercises.

The makeup artist's work has been transformed after 20 hours of sketching and color modeling training. The makeup has a wonderful three-dimensional sense, as well as a bold and harmonious color-matching effect, and the makeup artists can skillfully complete the classical oil painting style character makeup.

3.2. The Teaching Procedures of Character Posture Modeling in "Rococo" Oil Painting Style

Because photography is concerned with whole-body character modeling, students must first complete human body structure analysis and painting copying modeling training. To truly achieve the meaning of light distribution, students should integrate the three-dimensional modeling method of full-value drawing into the shaping of lighting under the premise of mastering basic modeling. Students must also incorporate the color principle into character clothing, accessories, props, scene selection, and collocation practice. Only by expertly mastering the color principle will they be able to easily match the colors of various themes. The quality of the image's color matching determines whether the photo can move the customer the first time. Furthermore, an excellent photographer must be able to create an artistic conception of poetry and painting, and what the work can present must be thought of in advance by the photographer; and this link must involve an appreciation of classical landscape oil painting. As a result, this training must include a deep appreciation of classical landscape oil painting in order to improve a photographer's taste and temperament, thereby influencing the connotation of the work.

3.3. The Teaching Procedures of the Post-processing of "Rococo" Oil painting style Photography

The post editors should understand the overall aesthetic of both the makeup artist and the photographer, correct any technical flaws in the makeup artist or photographer, and finally present a perfect image effect. The post editor's tool, however, is not makeup, lighting, or cameras, but computer image editing software. Surprisingly, the software can accurately

simulate the effects of makeup and photography. As a result, post editors must have the aesthetic, modelling, and composition skills that makeup artists and photographers have.

The training will take place during the employees' lunch breaks and free time. Employees welcome such training courses and hope to take such course in the future due to the obvious advancement in their working performance.

3.4. The teaching Procedures of "Rococo" Oil Painting Style Photography Practice

3.4.1. The Design of the Studio

At the moment, most thematic photos have an ordinary inkjet printing background, the image quality is rough, and the accuracy of material, line, three-dimensional modelling, and colour is not high. It thins out the scene and background after shooting, and it lacks artistic expression. The background design in this project's teaching uses high-definition printed background cloth, which can truly reproduce rococo-style images such as buildings, palaces, and ornaments, as well as add certain hand-painted effects. It adds a strong sense of three-dimensionality, space, and oil painting texture to the image. Real-life props include plant-patterned Roman columns, replicas of famous sculptures such as David, Pirate, Venus, Angel, and others, as well as pure linen carpets, wall and corner portraits, and landscape paintings. The studio's overall style is reminiscent of the Rococo period's decorative style.

3.4.2. The design of makeup

For commercial reasons, the makeup style of choice for Wenzhou wedding photos or portraits is generally pink bride makeup, which is easy to operate for team members at various levels. This frequently results in a makeup effect that lacks three dimensions. This project's instruction calls for makeup artists to use strict European makeup standards to create a three-dimensional visual effect of facial features using full-value drawing. To put it simply, it is to use sketch skills to make up. European makeup can effectively increase the three-dimensional sense of the oriental face, shrink the width of the cheeks, make the brow arch more prominent, the eyes deeper, and the bridge of the nose straighter. Of course, European makeup has higher requirements for makeup artists, and it is more difficult for makeup artists who have only recently entered the profession. We solved this problem after completing the art modelling course training.

3.4.3. The Design of Clothing Styling

Rococo clothing continues the Baroque period's complex plant pattern decoration, adding exquisite and lively details that make the clothing appear gorgeous, elegant, and full of vitality. The current studio clothing is based on assembly line production, with the use of low-cost fabrics, and the style has been transformed and simplified several times, to the point where the photographic works lose their original meaning. The patterns of plants in this project are drawn directly from the natural environment, and the characteristics and lines of plants are more vivid, with fresh vitality. Also, the project incorporates the extraction of point, line, and surface design elements to bring traditional pattern decoration in line with modern aesthetic taste which is retro and modern. Instead of using plastic imitations on Taobao, the project weaves shells, glass, and metal into clothing by hand. The details of clothing and accessories determine whether or not the characters' close-ups can be outstanding.

3.4.4. The Choice of models

Although Wenzhou is abundant in model resources, there are many good-looking people, but due to cultural impacts, personal experience, environmental impact, and other factors, they frequently have "excessive performance" in photographs. The pose modeling and expression control displayed by these models during the shoot revealed a certain degree of rigidity. This could be due to the models' lack of understanding of art, which causes them to over-performing,

thereby affecting the overall aesthetic taste of the work. As a result, students are chosen as models for this project. Students are simple and will not perform deliberately, which can often make the works very pure and elegant.

3.4.5. The Design of the Character Posture

For photographers, posture is crucial. People of different shapes, sizes, and ages should have different posture designs. We emphasize retro and classics, as opposed to popularity and popularization. Popularity and popularization can be very exquisite retro, but because of the prevalence of fast-food culture, there is a widespread grandiose aesthetic and a lack of a kind of "ingenuity" quality. In the final analysis, we are too far removed from the classics and their beauty. As a result, the character posture design for this project is based on the meticulous copying and inventive innovation of classic portraits. We can relax and appreciate the intricate arrangement behind the portrait posture, which brings together many models of beauty. The human body's structure is extremely complex. The human body's dynamics and coordination of every part of the body are highly rigorous and coordinated. No perfect machine can match the human body's high precision. The human body is a work of art in terms of dynamic balance and streamlining. Oil painters frequently show the most permanent aesthetic and visual dynamic posture in the painting based on many posture research and summary. As a result, when photographers imitate classic movements, they improve their understanding and appreciation of human body aesthetics. We can create a profound posture modeling with this foundation and then add originality to play.

3.4.6. Light Distribution

Photographers recruited by enterprises from the society have not been systematically trained in light theory and techniques, and often rely on experience and simple imitation of the sample to light up. These photographers do not have the flexibility to respond or use the three-dimensional shaping function of lighting and the skills to beautify characters. To improve this situation, it is necessary to understand the fundamentals of lighting modeling as well as the human body structure and facial structure. The purpose of an artificial light source is to mimic natural light, and the ultimate goal is to achieve the effect of natural light. In photography, light is said to be the soul. There will be no photography if there is no light, and there will be no exposed details if there is no light in the picture. Our visual habit is to follow the footprints of light, especially where the light can draw people's attention. This project employs numerous classic lights and shadows, including "Rembrandt lighting" and "butterfly lighting." The former is from a self-portrait by the Dutch painter Rembrandt. There are always three-dimensional triangular spots on the protagonist's face in the painting, which are imitated by countless photographers in subsequent generations.

3.4.7. Equipment

High-end DSLR cameras, such as the Canon 5d4 with three major lenses, namely: 16-23mm, 24-70mm, and 70-200mm lenses, with a maximum aperture of 2.8, are now commonly used by front-line photographers of photography companies. This camera and lens configuration is adequate for shooting most events, but it is clearly insufficient for high-end portrait photography. To achieve high resolution in terms of picture quality and color, this project employs a medium-frame camera with fixed-focus lenses, such as the HASSEL X1D II 50C, along with X-series lenses. The large aperture focusing lens has an incredible effect on the performance of the characters' skin texture, clothing texture, and color restoration.

3.4.8. Post processing of photographic pictures

This project's photography theme is retro style, and the later treatment of photo texture and tone necessitates a calm and coordinated color relationship that echoes classic works. This is in contrast to the current situation of the company's guest photo because the post-editors themselves have a limited understanding of the color principle and color relationship, they

cannot create a particularly impressive picture color, and finds it difficult to achieve a balance between exaggerated creativity and harmony. Color, as the first element of the picture, determines whether the photo can attract the viewer's attention. At the same time, it involves the character's skin performance. Many photos on the market overuse dermabrasion and liquify functions, resulting in the model's appearance becoming a "plastic surgery face," while the inner skeleton has long been deformed. The requirement of this project is to keep as much of the truth as possible, including the characters' skin pores and key structural points, beautify the characters under the real premise, and make the characters to be reasonable and authentic beauty.

4. Conclusion

This experience of teaching photography in the "Rococo" oil painting style has inspired me to try new approaches to photography instruction. I learned to diagnose the students' problems based on their current situation and characteristics, and then develop effective teaching content and strategies. I began with the techniques that students require the most in order to improve my teaching effectiveness and their learning enthusiasm. There are numerous procedures in photography teaching, and the contents taught by teacher rely on classics, which provides strong support for the teaching activities. The course focuses on the weak links in the practice of enterprise students to teach and improve, put classic works into practice, and fundamentally change the phenomenon of fast-food photography consumption in the photography industry, in order to improve commercial portrait photography standards.

Even though my visit is over, my project will continue to move forward and strive for better service to the enterprise. At the same time, I will bring this year's harvest to my teaching work, use my enterprise work experience and research findings to contribute to future teaching, develop a more reasonable teaching plan, and create an effective bridge for students in school, employment, and entrepreneurship.

Acknowledgements

Fund Projects: Zhejiang University visiting engineer school enterprise cooperation project fg2020071

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