

Contemporary Science and Technology Photography in the View of New Media Art

Bochen Zhang

Shandong University of Arts, Jinan, 250014, China

bochenart@126.com

Abstract

In fact, photography is the result of scientific processes, whether film silver or digital imaging. With the development of new science and technology, the means and technology of photography have been improved. Digital technology allows images to be displayed in time after shooting. The technology of automatic focusing and automatic metering can liberate people from a large amount of technical details, so people can pay more attention to photography itself. From this point of view, science and technology promote the development of photography.

Keywords

New Media, Art, Pluralistic Evolution, Technology Photography.

1. Introduction

After the Second World War, the number of inventions of science and technology began to increase considerably [4]. Since the 1950s, the new achievements of modern technology have more than the sum of the previous two thousand years [7]. The cycle of the new achievements of modern science and technology are becoming shorter and shorter from discovery, invention to practical application, especially the development speed has been accelerating [2]. The development of information technology and network technology in modern science and technology has led to the rise of photography art. Photographic art is closely related to Internet technology. Photography and Internet technology have many inherent advantages [1]. At the same time, both of them have the function of information dissemination. Therefore, in modern science and technology, if the photographic art wants to achieve an effective docking of the network economy and the media industry, photography art needs to stand the value of social and cultural communication position, and it should be able to create higher economic efficiency. Obviously, the development of photographic art is the inevitable result of the development of modern science and technology [3]. In the new historical period, modern science and technology have been developed rapidly, and the form of photographic art should be changed more quickly with the development of modern science and technology. The development of photographic art must break away from the traditional form of optics and chemical reaction [5]. This can not only make photography art has a special form of expression, but also can make the photographic art from the physical expand to the non-physical. Photography art gets faster development.

2. State of the art

With the emergence of a large number of natural science, human understanding of the objective world is deepening. In this case, it is necessary to conduct a comprehensive study of photography art. From a specific perspective, scientists have revealed the nature of science links and movement laws. This not only provides new ideas and innovative ideas for modern science and technology, but also makes

scientific sociology and natural science mutually promote and penetrate each other. Compared with the traditional four major media, the development of photography art has great innovation and autonomy [6]. The art of photography uses the form of modern technology. On the one hand, it fundamentally simplifies the expression of photography art and makes it difficult. At the same time, it reduces the production cost and changes the concept of photography art. On the other hand, it makes photography art no longer confined to real things. The concept of contemporary photographic art has begun to change from the objective inherent things to the logical concept of virtual abstraction. Research shows that the modern science and technology is developing at a high speed, and the concept of photography art is improved rapidly, which can make people enjoy a higher photographic beauty [8].

Therefore, this article will analyze the impact of modern science and technology on the concept of photography from the following aspects. Modern technology can effectively improve the concept of photography art. It takes the digital technology and information science as a carrier. Its features include three aspects: First of all, modern technology can effectively combine high-tech, multi-media, and multi-technology. Second, by strengthening the immediacy and interactivity of information transmission, modern technology can greatly improve some of the interactive factors in photography and shorten the creative period of photography. Third, modern technology can fully change the media communication channels and transmission methods. It can effectively spread the art of photography and let more people enjoy photography art.

3. Modern science and technology and artistic concept of photography

3.1 The change of perspective positioning

In recent years, with the development of modern science and technology, our country is constantly breeding their own cultural development. For example, the development of the concept of photography not only contains abstract philosophical concepts, but also includes the specific concept of materialism. In the traditional photographic art, its main development is through the third person way. Its meaning is mainly to describe an environment and a number of characters, so that one can focus on the artistic connotation of the characters. In the early photographic art exhibition, this traditional way was a great success. However, in modern society, due to the growth of material needs and the promotion of the average cultural level, people have begun to feel tired to this third person's art aesthetic. With the development of modern science and technology, many of the first person reports and studies in the art of photography have achieved great success. This change is due to the fact that modern technology uses hypertext and reticular transmission to achieve the spread of photographic art, which achieves the perfect combination of time and space, so that people can truly feel the sense of the existence of three-dimensional.

3.2 The changes of photography

The development of modern technology has made a profound change in photography technology. On the one hand, it changes the traditional process of developing photos. The way of photography becomes the present instant rinse photo technology. The development of this technology effectively improves the convenience and immediacy of photography, which fundamentally improves the concept of photography art. On the other hand, due to the industrialization of the production process of photographic lens, a large number of high - definition photographic equipment and large scale photography crowd joined in the art of photography. Modern science and technology has promoted the scope of photography art to the historical stage of the creation of all the people. Nowadays, a large number of creators have poured into the creation of photography. In their creation, there is a large part of the photographic products, and those are the field of photography that the previous artists did not involve. Modern science and technology has not only created the convenient conditions for the photographers, but also provided plenty of shooting time. It allows photographers to have more energy

to develop new photographic art ideas. At the same time, the modern science and technology has changed the way of photography art. It makes photography art better integrated into the public, and make the people enjoy the charm of photography.

3.3 The change of the concept of photography

Modern technology brings photography into a larger group of people. The modern art creation structure has changed dramatically, and it has been no longer similar to traditional photographic art, which makes modern photographers feel the pressure. They began to explore the subjective concept of artistic creation. Through the simulation and re-creation of photographic works, these artistic works can greatly improve the viewing effect of photography art. In this way, they can also carry out technical processing of these cultural products, so that the traditional virtual photography theme is no longer out of thin air culture. Modern photography art uses the advantage of its own speed of transmission to spread the art of photography and has a great impact, while it can be used in an equal, virtual, open way. In addition, according to the old aesthetic point of view, it can transform the art of photography into an elegant spirit. Photography art comes from life, but higher than life.

4. Conclusion

Modern technology can improve the concept of photography art. The development of digital technology and information science has changed the traditional concept of photographic art. By changing the way of photography, the art of photography can effectively improve the immediacy and interactivity of contemporary photography. In this way, it shortens the creative cycle of photography art, so that photography can be more quickly get into the public. Obviously, modern society has changed the concept of photography, and the abstract subjective concept is integrated into the modern science and technology of photography, which can cover up the traditional expression. We can express the difficult things in language by means of photography. Therefore, modern science and technology has changed the inherent concept of photography art, and fully enhance the fun of photography and art creation.

References

- [1] Blumenfeld, E. H., Evans, C. A., Oshel, E. R., Liddle, D. A., Beaulieu, K., Zeigler, R. A., ... & Ketcham, R. A. "An Interdisciplinary Method for the Visualization of Novel High-Resolution Precision Photography and Micro-XCT Data Sets of NASA's Apollo Lunar Samples and Antarctic Meteorite Samples to Create Combined Research-Grade 3D Virtual Samples for the Benefit of Astromaterials Collections Conservation, Curation, Scientific Research and Education." 31.2 (2017): 102-118.
- [2] Clarke, Angela, and Shane Hulbert. "Envisioning the future: Working toward sustainability in fine art education." *International Journal of Art & Design Education* 35.1 (2016): 36-50.
- [3] Dall'oglio, F., et al. "A novel cosmetic antifungal/anti-inflammatory topical gel for the treatment of mild to moderate seborrheic dermatitis of the face: a open-label trial utilizing clinical evaluation and erythemadirected digital photography." *Giornale italiano di dermatologia e venereologia: organo ufficiale, Societa italiana di dermatologia e sifilografia* 15.4 (2017): 7823-7843.
- [4] Kunde, Lauren, Erin McMeniman, and Malcolm Parker. "Clinical photography in dermatology: Ethical and medico - legal considerations in the age of digital and smartphone technology." *Australasian Journal of Dermatology* 54.3 (2013): 192-197.
- [5] Kirillova, N. B. "Evolution of Media Culture in the Context of McLuhan's Typology: History, Reality." *Prospects. Global Media Journal* 14 (2016): 26.
- [6] Paul, Christiane, and Malcolm Levy. "Genealogies of the New Aesthetic." *Postdigital Aesthetics: Art, Computation and Design*. Basingstoke: Palgrave Macmillan (2015): 27-43.
- [7] Van der Rijt, Rhys, and Stuart Hoffman. "Ethical considerations of clinical photography in an area of emerging technology and smartphones." *Journal of medical ethics* 40.3 (2014): 211-212.

- [8] Weissler, Jason M., et al. "The Evolution of Photography and Three-Dimensional Imaging in Plastic Surgery." *Plastic and reconstructive surgery* 139.3 (2017): 761-769.