



Received: 14 March 2023 | Accepted: 30 April 2023 | Published: 01 June 2023

Digital Photography Escalates the Beauty of the Contemporary World in the Fine Arts & Media Industry

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Abstract

Today's contemporary world is surrounded by the term digital image which uses e-tools and creates images. It is also known as "using, making and displaying". As the modern technology is developing day by day, it is making a rapid impact on today's era. The speed, prevalence and quality of photography is rapidly outstripping historical depictions. At present, it has become a rich resource not only for photographers. Also, one can contact anyone, comment, like and share their posts on social media. Today it has become a good source of income for everyone from newborn to old age. Nowadays, capturing images, applying filters and displaying them on your page is a major trend. Creating memories among others is more common but sharing in multiple ways on digital platforms is a unique style, which is a passion for some people and profession for others. Occasionally, many fine arts students participate in photography contests as they explore photography as a medium. Artists also want to create an album of memories of their pictures. Similarly, on the other side of the coin, photography also plays a contemporary role in media and current events. The purpose of this paper is to analyze the growing trend and value of digital images in fine arts and media production. Here the relationship between fine art and media photography and the unique allure of photography will also be assessed.

Keywords: - *Photography, Fine arts, Media, Digital photography, Trend, Importance, Types, Growth*



1. Introduction

Digital images are becoming a part of our curriculum; everybody has mentioned it as a capturing hobby. But individuals need to understand the significance and notability of it. That is what can make it a multiple source of income. To be understood in professionalism, it is a source of living for all the richest who only depend on it. The tendency and inclination towards digital photographs is at a peak. The latest and updated techniques in technology keep triggering or stimulating every man jack. An infant is still addicted with regard to e-devices, especially android phones. It does not mean we forget our target audience or other age groups. If there are 10 family members, all sit in a living area, but you only observe a single thing: that all are consuming their time in their cell. Nobody is talking with each other. While, 60-70 yrs. age group, 40-60 yrs. age group, 30-60 yrs, or between 0-30 yrs. They are comfortable with their personal equipment, not with people. Another instance, when a family or friends go out on an adventurous journey, they only take selfies or filtered pictures. So, it is clear that everyone only wants to see, show, express, & explore themselves. It is done only through media images that totally replace ancient culture. At last but not least, at present in 21st century, from my point, nobody has a hardcopy of their loving or any special picture either. Because it is only taken by new media, where people post their memories in digital format and easily see them any time. It has the benefit that one can get a name, fame and income.

2. Objectives: -

The present study will show the following objectives: -

- 2.1. To grasp the knowledge of history and the present status of photography.
- 2.2. To examine the increasing trend of digital photography and its notability on social media platforms.
- 2.3. To make aware of the difference in media and fine arts photography and evaluability on different National and International events.

3. Review of Literature: -

3.1. Growth And Evolution: -

Photography is the primary source for expressing expressions, emotions and feelings. The word photography is derived from the Greek language phos, (genitive: photos) meaning “light” and graphe/graphos meaning “drawing or writing”. So, the word “photography” precisely refers/ significantly to the meaning “drawing with light”. This word was primarily coined by Sir John Herschel in 1839 who was a British Scientist (English Polymath and photography pioneer) memory.

During the Renaissance times, artists started taking shots which antiquated termed as “Camera” called Camera Obscura (it is a Latin term literally explain “dark room” nascent (derived) the contemporary word “Camera”). The verb is first ensconced by Herschel who read a paper in the Royal Society on March 14, 1839. The modern meaning of this word is forming element refers “process of writing or recording”.

It illustrates varied meanings as per the analysis of several languages, such as: -

French or German – graphie. In the Greek language, graphia (description of) graphein depicts “to draw”, originally “to scrape, scratch”. This first camera utilized the pinhole in the tent to project a picture from the outer area of the tent towards the darkened area. It was not till the 17th century that the camera obscura became a small portable tool. At that time, basic lenses were also introduced to focus on the light.

As per observations of **photography.tuts.plus.com** website: - Before the invention of photography, people had drawn up the basic laws of lenses and the camera. The printing process was not discovered until that time. For recording or capturing an image, people utilize the tool known as Camera Obscura.

In 1839, Louis Jacques- Mande Daguerre manifested the same method and applied it in public by capturing images. He also implemented a similar strategy but gave better results. The primary/general characteristic of the Nipce technique, separately from the improved picture quality, was the considerably diminished exposure time.

By 1859, the wooden camera had been discovered by a photographer named Thomas Sutton from Jersey who is significantly known to be the world’s first wide-angle lens. As per the academic dictionaries and encyclopedia, panoramic photography or taking pictures diagonally or through a wide-angle was possible at that time.

3.2. Color Photography: -

Afterward, Scottish mathematician James Clerk Maxwell is well known for his efforts and contribution that he gave to the field of electromagnetism. Also, he made a great impact on the history of photography. As per the explanation by History of Information, Maxwell in his photograph, during a lecture at the Royal Institution in 1861. In it he didn’t capture the image of himself. He honored Thomas Sutton, who remained on the previous slide, as Thomas invented wide-angle photography. While capturing the colored images, he took three separate exposures, each exposure using a different color filter which included red, green, and blue filters. As per the analysis of the Science and Media Museum, this method was constantly dominated for decades.

3.3. Motion Capturing: -

Upto this stage, photography had obtained progress while capturing short moments in time. Depreciatingly, the exposures captured moments in different time periods, sometimes it were done

in several/few seconds, or sometimes taking minutes, or even hours. From this early method, it appeared as distinct blips that were captured in amber. Of course, the ensuing step was to capture the motion. To capture the motion, Eadward Muybridge (a photographer) devised a collection of twelve cameras that were very complex. He did an experiment on the horse's hooves. All he wanted to know during the race, all four horse's hooves left the ground at the same time. Stanford accumulated his horse on the racetrack and attached a bogle at the back of it. When the bogle started rolling over there, an exposure had taken. Surprisingly, Muybridge had gathered twelve successive images of the horse in motion. After all, those frames and copies were displayed sequentially and using a zoopraxiscope which created the first moving image.

3.4. Personal Cameras: -

In 1888, the first personal camera was launched. It was so bulky, and the production of photos was too complex. As a result, camera and photography have been largely becoming a profession for professional photographers.

3.5. 35 mm Film: -

As technology, cameras continued to get smaller & easier to use. To information given by the International Photography Hall of Fame and Museum, Oskar Barnack was not satisfied with the first popular personal camera due to its size or function. Consequently, he decided to invent his own camera. Now, he is shrinking down the initial materials. This camera has become smaller in size and easier to use. As long as it was relatively affordable and easy to get a hold of.

3.6. Instant Cameras: -

In 1948, the first instant camera was revealed to the public and they ruled the consumer space for decades.

3.7. Digital Cameras: -

In 1975, the first digital camera was invented by Steve Sasson (an engineer for Kodak). The lens for this camera was taken from a Super 8 movie camera, the pictures that were captured by it are then converted to an electrical signal and recorded on cassette tape. The technology worked but there were few ample drawbacks.

3.8. Disposable Cameras: -

Initially, in the middle of the 20th century, a lot of camera manufacturers started looking for a way to duplicate this process while making cameras cheap enough to be single use. This kind of camera was dubbed the Photo-pac. It was created by a photography professor named H.M. Stiles in 1949. It would be more than a year before another disposable camera entered the market.

As given by Chem Europe, we all have to know the disposable camera and love was developed by Fujifilm in 1986. Right now, dispensable cameras burst social into flames. Their near-instant notability spawned copycats inclusive Kodak, who also released their own 35mm disposable camera a few years later (as per the AP news).

3.9. Camera Phones: -

Before the emergence of camera phones, cell phones were concretely frequently used as phones. They include text messaging capabilities and elemental pixelated games, but the age of applications and internet connectivity hasn't turned out yet. It was the beginning when a camera option was added to mobile phones, and it all started in June 2000.

That year, SCH-V200 was released by Samsung in South Korea. It composites a 35-megapixel camera & has sufficient storage to hold 20 photos.

Later that year, Sharp released the first phone effectual for taking pictures and sending them to someone else over the air. By 2002, camera phones finally made their way to the U.S. in the form of the Sanyo SCP-5300. Despite their inferior quality when compared with synchronous digital cameras, camera phone sales began to outrank those of digital camera phones that had been sold, making up approximately a sixth of all mobile phone sales. (as per financial express).

3.10. Modern Professional Cameras

Now that mobile phone cameras are so common, most people choose to take their everyday photos with them since they are so convenient for pictures and video recording. However, the unique world began with photography. Now, modern digital cameras, make everyone's life easier. The camera in your pocket is convenient and smartphone cameras improved drastically over the last many years. A couple of features and a vast array of lenses and accessories are updating and bringing out their true potential. We have come a long way since Niepce's potential that first camera out his bedroom window.

Photography Multiple Terms, Meanings, and Definitions:

Here we understand the different scientific terms and meanings of digital photography: -

How: -

An Art, Science, and Technology: -

Photography is the art of practicing different techniques, and strategies or utilizing application through the camera. We go take pictures from varied angles and shots. That is creativity and

art. It is totally clear that the camera creates pictures, which is an art. The utilization of physics and chemistry in all aspects of photography. This involves the camera, its lenses, recording light, physical operation of the camera, and many things involved in it. Also, the process of developing pictures/images teaches us scientific understanding. A camera is a technical gadget that consists of electrical tools.

Communicative photography: -

Photography is a source of visual communication. It uses interpersonal mode, where a person sees any DSLR or camera picture and will develop emotions, feelings, thoughts, and creativity and start interacting with his own self. On the other hand, photographers save images on either a hard disk, computer, or laptop. But after some time, when they share or exchange those photos through print media, electronic media, and social media. By this, viewers get so many ideas, exploration, and information. Some factors that play a role in the process of photography communication: -

- Designing
- Image quality
- Writing skills
- Good personality
- Language of communication

So, we can say that photographs communicate a pivotal role and convey a message.

Job or business: -

Some interested personality wants to start doing job in photography and working in a variety of jobs such as setting up lights and stands, arranging transport and occasionally acting as a 'Second shooter'. Where some people have a good financial background and start their own photography business. It is a great way to maintain a main income source. Some photography jobbers earn as a second source of income part-time.

To capture the moments of different cultures, arts, entertainment, occasional events, etc. And commercials used photos shared with the party group is also a way of earning in job and business in turn.

Passion, profession, hobby amateur: -

Some people have a huge passion to record moments, it has social benefits too. Whenever you go outside get ready to capture unique photos from different angles. Such as creative minds, people captured random clicks of walking, acting, running, etc.

Photography passion makes our unique identity and gives dedicated results and experience. When a person says that I like this ordinary life and “I loved it”. It's none other than called their passion.

Some specialized captured pics illustrate the amateurs of a personality where they take a host of mental health benefits. While capturing images helps reduce anxiety, stress, and depression. This passion will take move to another world that gives rewards and so many accomplishments. Passion makes a different identity in the field of photography. For instance, few can explore wildlife photography, some in landscapes, wide-angle photography, fashion, makeup, or modelling photography. Here, everybody has chosen by their interest.

In other words, for some sections, it is a hobby where they spend time according to their need and desire. They also learned during weekends and vacations or on special occasions.

Digital memory: -

Digital photography is a process that uses electrical devices and captures an image via a digital camera. However, it is transferred onto any electrical device from one medium to another and saved for the future into different-different applications, and then it becomes a digital memory. It is known as a digital media file, which is found on Androids, laptops, PCs, and iPhones.

Fotografi is a skill: -

A creative mind and good knowledge of Fotografia techniques and their features will enhance your ability and potential to produce high-quality images that signify skills.

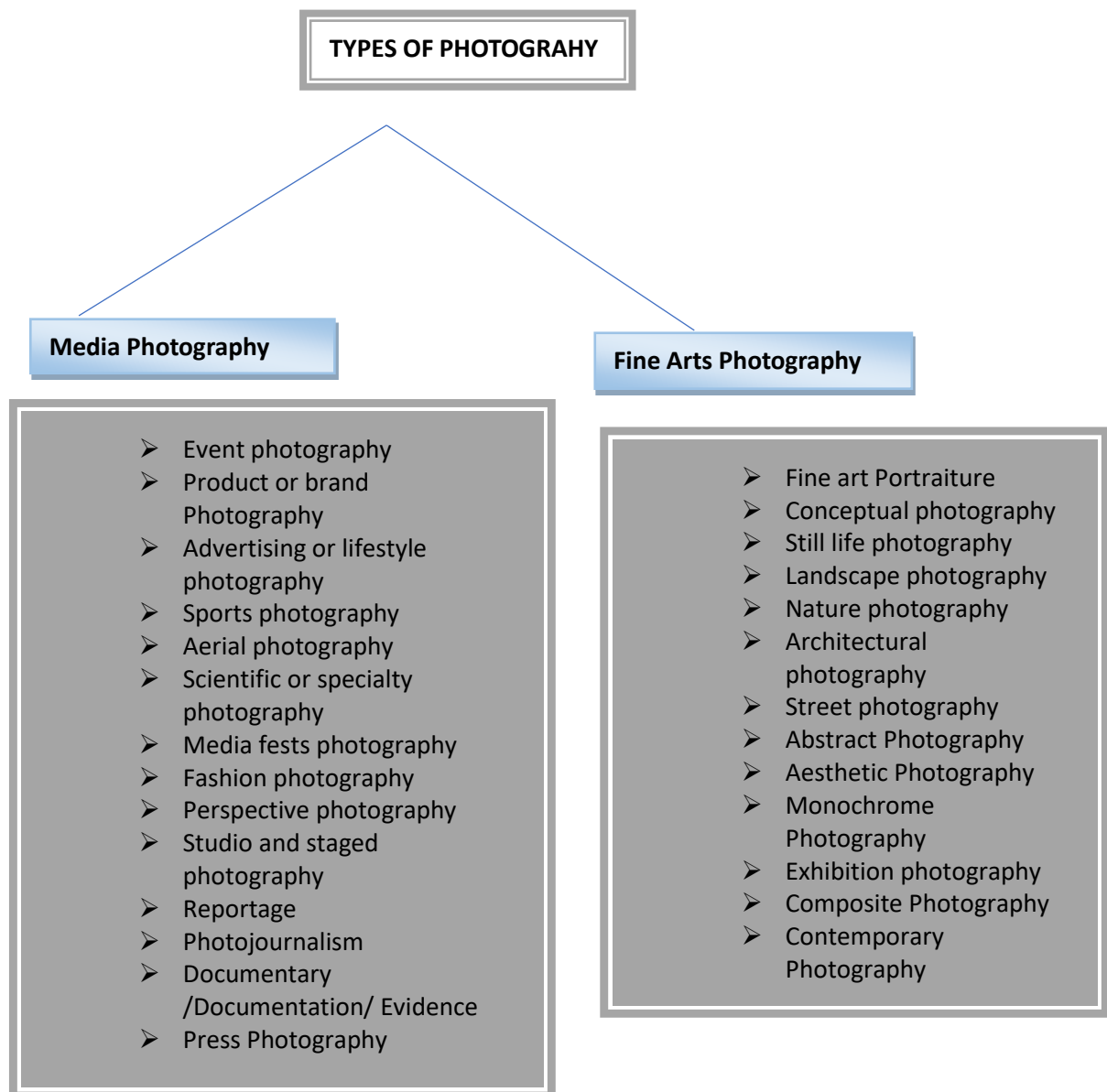
Works at the Mass level: -

Photography talent encourages you to pursue a career, hobby, amateur or profession, whatever you want. But when you have chosen anything from the aforementioned. You definitely take the decision to post on a social media podium. By this, your works achieve popularity at a mass level (consisting of various casts, cultures, religions, and attitudes). This marketability, recognition, and universality give us a huge platform for traditional and electronic media as well. If your photograph is selected for an exhibition or any international competition, research work, book, magazine, or in any crime, entertainment, political, regional, or local news, it will also get adoration in the marketplace and others. By means of mass communication, work is able to reach a mass level.

Becoming more modern/expressing contemporary appearance: -

As per the advancement of technology, new and futuristic e-tools are developing day by day. Nikon D850, Sony A1, DSLR Canon EOS RT, Nikon Z fc etc. give outnumbered opportunities, which makes a more modernistic appearance in photography. As we are all committed and friendly with the statement that "a picture speaks more than a thousand words". Similarly, here DSLR pictures express a more contemporary appearance in the fine arts and media industry.

Types of photography in the media and fine arts industry: -



Conclusion: -

In nutshell, the picture making process is significantly replacing the traditional photo capturing methods. In the media and fine art industry, the stage of recording pictures began in 1839 during the Renaissance period. And this experiment was done by entitled "Camera Obscura", which signifies a recording activity. And now, it has taken a modernistic route. No doubt digital snapping has surmounted fame on countless platforms. The images that are captured during the media festivals are almost similar to the fine arts exhibitions. But the only difference is angles and shots. Individuals cannot forget that camera shots, DSLR images, and iPhone's pictures latitude on the internet community. Social websites give you multitudinous alimentation. Photographers attended different events and do a good business. They do not think about working only for media shots or fine arts images. When they become professional, they select the occasional event, the shots which provide the chance of the richest income. So, it is clear that a person's creativity, developed strategies and techniques make them a distinctive personality. The major difference is only between angles, shots, camera quality, its features and the camera version. But finally, the biggest resemblance and correlation intensify adulation and admiration on social networks amongst fine arts and the media professions and production.

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