

## Research on Technical Effect Evaluation of Art Photography Based on Commercial Photography

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**Abstract:** Commercial photography have different creative purposes. Although both of them belong to the subject of photography, the differences between them make it impossible for photographers engaged in these two types of photography to cross the threshold of each other. Compared with other types of photography, art photography has a higher artistic quality. The relationship between traditional graphics and contemporary visual composition has become the most important topic of commercial photography in China. Artistic creation in photography not only improves the connotation of the commodity itself, but also indirectly conveys the intrinsic attributes of the goods. This paper briefly introduces the application of photography technology in art photography, and analyzes the artistic viewpoint of commercial photography. Commercial photography is ultimately a process of conveying the information of goods by means of artistic expression and combined with visual photographic language symbols. While maximizing the benefits, it is also constantly filled with people's attention. Combine lighting, composition, and tone to a series of corresponding carriers, and make the creative forms of commercial photography diversified.

### 1. Introduction

Commercial photography and art photography have different creative purposes. Although they belong to the same subject of photography, the differences between them make it seem that photographers engaged in these two types of photography can never cross the threshold of each other [1]. Compared with other types of photography, art photography has a higher artistic quality. In the new era when people's material living standards continue to improve, art photography enthusiasts are more and more, and become the focus of photographers to pursue the artistic expression [2]. Commercial photography is not a simple combination of commercial advertisements and photographic images, but a highly integrated combination of basic principles of advertising design and the formal language of photographic art [3]. Throughout the history of commercial photography, the study of its visual form has given a new life to traditional photography. The visual form of commercial photography has gradually changed, and it has gradually become an important expression in photography art [4]. With the development of today's society, commercial portrait photography not only occupied the dominant position of commercial photography, but also conveyed the emotional expression and visual effect of the characters [5]. In the process of development, it can transform its attributes into a more representative form of penetration and works [6]. From an artistic point of view, it is necessary to find an entry point that is compatible with the current social development.

With the continuous development of society, photography art has become more and more perfect, and photography is widely regarded as a tool for understanding things [7]. The relationship between traditional graphics and contemporary visual composition has become the most important topic in commercial photography in China. Artistic not only enhances the connotation of the product itself in the creation of photography, but also indirectly conveys the intrinsic properties of the product [8]. Make your work more diverse and different. Art photography is produced by the artist himself or by the team. There is no rule of production in art creation. Not only can it not be scaled up, but it is often necessary to have a higher collection value [9]. Although the photography method is relatively simple, but as an important branch in the field of art, the connotation is to create aesthetic pursuit

and the subject on the expression of specific emotion which the photographic works have high specific artistic appeal [10]. Art photography art promotion to good photography technology as the foundation, only to fully grasp the photographer photography and continuously improve the technical level, to form a art aesthetic connotation in the appeal of photographic works [11]. The application of art photography photography is analyzed briefly, in order to more professional photographers and photography enthusiasts to provide some reference to improve the technology level.

## 2. Materials and Methods

Commercial photography is a kind of photographic behavior produced by the purchase of investors, which belongs to the commercial industry. Advertising photography is one of the elements in print advertisement. Advertising photography is only a production link in the process of advertising creation. Photography is only one of the means chosen by artists to present their artistic views and shape their artistic images. Like other art forms, artistic photography has no employer, and the expression of artistic ideas is the fundamental motivation and ultimate goal of creation. Essentially, art photography itself is an unconventional way of artistic expression. The application of good photography technology can effectively promote the aesthetic connotation of art photography, and endow works with higher artistic value. Some institutions have set up special training in commercial photography. With the development of commercial photography technology, many commercial education institutions have been established in many higher education institutions in China. The main value of commercial photography is reflected in the maturity of both the buyer's requirements and the artistic aesthetic. It is precisely because of this that commercial photography works in addition to meeting the requirements of the buyer, in the use of photography to obtain image symbols, but also need to have a certain degree of artistry, in order to make it not fall into the category of kitsch.

A good work must have a compelling subject. And a good set of works must have a complete visual structure language. This visual structure is independent and has an innovative language. Artistic photography that violates the purpose of creation, with economic returns as the original motive. In order to realize the commercial value, the idea of the artist is full of the artist's thoughts. Such artistic creation cannot exist in the mainstream of society for a long time. Usually according to the actual requirements and practical significance to measure the evaluation criteria of commercial photography works, employers are often based on the degree of realization of shooting purposes, and then require the artistic aesthetics of the works. The composition of all art photographs reflects the emotions the photographer wants to express. Once the composition can ensure that it coincides with the emotional theme, it can directly strengthen the ideological content of the photographic work. Thus, the most intuitive visual impact presents people with special emotions and evokes people's emotional resonance.

There is a big gap in the creative aspects of commercial photography, so while developing the commercial photography industry, we should focus on understanding the market, consumer groups and consumer psychology. Only by combining the technical conditions of existing equipment with good creative points with market, consumer psychology and excellent products can we create better commercial photographs. The art photography model created by the parametric design work task can advance the design problems and quality problems that may occur in the project through collision detection and other forms. The optimization parameters of the photographic parameters before and after optimization are shown in Table 1. The topology reliability optimization simulation is compared as shown in Figure 1.

Table 1 Performance parameters of residential layout optimization topology before and after optimization

	Before optimization	After optimization
Row number	36	42
Column number	16	19
Monitoring points	576	798

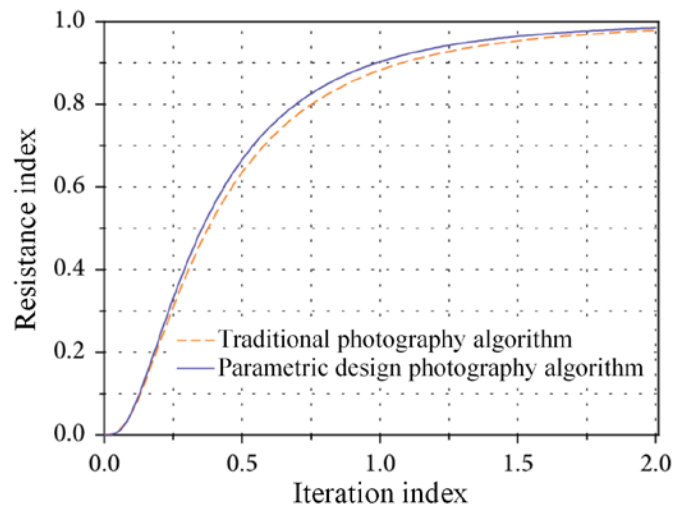


Fig.1. Comparison of photography parameters optimization simulation

### 3. Result Analysis and Discussion

The market aesthetic evaluation standard is also one of the standards for the evaluation of commercial photography works to some extent. The standard is mainly reflected in the innovation of the aesthetic performance of the works and the psychological and artistic aspects of the audience. The application of photographic technology can give photographic works a more intuitive artistic beauty through changes in physical factors. Includes focus, frame, and seriality options. This diversified technology application is conducive to promoting the diversification of contemporary art photography. The difference between commercial photography and art photography is that it can't be too embarrassing, the personality is too sharp, and the idea is too strong. Otherwise, it will not be accepted by the public, and thus lose the role of commercial photography dissemination information. The evaluation of commercial photography also includes an evaluation of the artistic aesthetic pursuit of the market. Commercial photography is not only a way of media, but also a value system of cutting-edge fashion. When visual pictures are displayed in front of consumers, they will unconsciously positioning the product, and then classify themselves into a certain level. Commercial photography is relatively mature in some developed countries. It can show the cultural characteristics of communication through some advanced means, thus further reducing the low-level interest and misleading consumption.

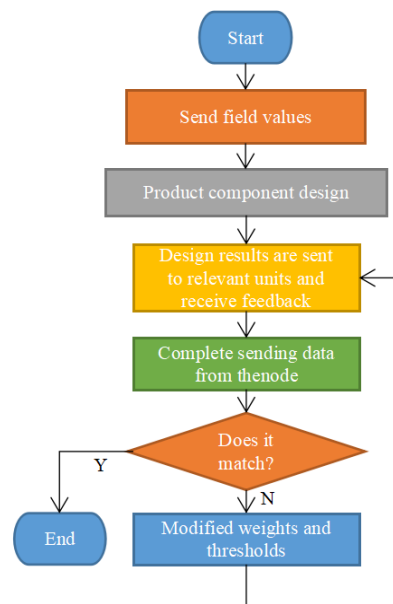


Fig.2. Cooperative design operation process

Based on the parametric design of the photographic platform, this paper focuses on the research of the photographic parameters and rules which have an impact on the design. Using existing technology to build a multi-mode collaborative work environment. Cooperative Work Support Platform with Integrated Multimedia Mode. Cooperative design and operation process as shown in Figure 2.

Since the digital photography technology, the photographic picture has become clearer than before. It has also enabled more photographers to enhance their understanding of photographic works and has made great changes in their attitude towards photography. Since the application of digital photography technology, photographers can use a variety of theme parts to complete the production of the screen through computer highlights. The photography conditions have been greatly improved, and the tools that photographers can use are also more. Since the application of photography technology determines the specific physical form of art photography, it can further integrate photography technology and photography art to promote the innovation of photography performance techniques. The application of photographic lighting technology aims to highlight the sense of space in the work. Usually, the lighting of photography depends mainly on the source of light. Including positive light, side light, backlight, top light and foot light and so on. Among them, the positive light technology is mostly used for the photography of people, while the side light is mostly used for the photography of things. Regardless of the way commercial photographs are expressed, their intentions must be clear that the target audience should not be confused or ambiguous. The most important thing for commercial photography is to know how to attract people's attention, how to make the transformation of goods more valuable and more profitable. So the transformation of artistry is very important.

Commercial photography is not simply commercial advertising. It covers not only the basic principles of advertising design, but also the formal language of photography art. It is the combination of technology and art. In the black and white tone of photography, it is more able to emphasize a deep-seated emotion. Not only can it play an effective role in highlighting the theme, but also can trigger people's deeper thinking about the things they shoot by means of strong visual impact. A great progress in photography. In this case, it is much easier to be technically impeccable and to improve a beautiful and moving picture than in the past. Living in this fast-paced era, the photo studio's sultry photo, Hollywood's fashion blockbuster are all filling your eyes and ears. The aesthetic value of portrait photography is not only directed at the individual aesthetics of consumers, but also has important significance for the recognition and appreciation of members of society. Commercial photography is very rich in artistry. As a photographer, it should not only have a keen eye for observation, but also capture and insight when shooting. Make the work more influential, impact and tension. Let consumers pay attention to the performance of goods in the purchase, better understand the attributes of the product. In order to understand the details of the product, increase the recognition of the product.

#### **4. Conclusion**

Today, as the economy and culture become more and more prosperous, the boundaries between art photography and commercial photography are increasingly blurring the ubiquitous commercial photography. While maximizing the benefits, it is also constantly filled with people's attention. The phenomenon of commercial photography and art photography gradually merges with each other. Commercial photography is constantly satisfying people's spiritual needs while constantly pursuing maximum benefits. As an important means for human beings to pursue beauty, photographic art needs good technical support in artistic creation to ensure that artistic creation can penetrate the hearts of the people. As a carrier of communication, after hundreds of years of development, it has become an important means of communication between human beings and the times. Finally, commercial photography is a process of conveying commodity information by means of artistic expression combined with visual photographic language symbols. Combining practicality with artistry requires not only connotation but also fashion. There should also be a coordinated technical mix. Thirdly, the commerciality and artistry of commercial photography are conveyed to each other,

which exerts a subtle influence on people's consumption and cultural outlook. The artistic point of view of commercial photography is expounded. Combining a series of corresponding carriers such as lighting, composition and tone. Make the creative form of commercial photography diversified.

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