Talking About Illustrations and Photography in Images

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Abstract. Two important elements of images as an important element of visual communication are illustration and photography. Both illustration art and photography art belong to the category of visual art. Both of them pay more attention to the combination of light and shadow, so photography and illustration can learn from each other. In modern art, photography illustration has become a combined art form, which has been widely used in graphic design. The two have different characteristics and form functions in the process of realizing and conveying information.

Introduction

An image is a similar, vivid description or photo of an objective object. It is the most commonly used information carrier in human social activities. Or the image is a representation of an objective object that contains information about the object being described. It is the most important source of information for people. According to statistics, about 75% of the information a person gets is from vision. The ancients said that "everything is better than seeing one thing" and "seeing at a glance" is a very vivid example, which reflects the unique effect of images in information transmission. Images can be created by humans, such as by hand painting. It can also be obtained by optical devices such as cameras. Images can be recorded and stored on media such as paper media, film, etc. that are sensitive to optical signals. In a broad sense, an image is all visually pleasing images, including: on paper media, on negatives or photographs, on television, on a projector, or on a computer screen.

In visual communication, the image mentions an extremely important role, and the image is a visual symbol. There are many kinds of images. Symbolic graphics, synthetic graphics, hand-drawn graphics, and text fonts can all be called graphics. Through professionally designed images, you can develop a visual language for adults to communicate with others. Graphic can describe the conceptual and abstract content intuitively through the depiction of objective things. It can be said that images are the material reproduction of human perception of vision. This article focuses more on visual performance and discusses two important forms of visual communication, illustrations and photography. Both have different characteristics and formal functions in the process of realizing and conveying information.

Illustration in the Image

The essence of the illustration lies in its thoughts, that is, the ideas and concepts that govern the meaning of the illustrations. Excellent illustration artists can combine keen thinking with excellent painting techniques to create connotative images. Good illustrations can give people inspiration and lead to deeper thinking about the subject matter of the article. Designers use painting materials, composition methods, and creative inspiration to create illustrations. This method of artistic creation can not only get rid of the binding of the real environment and reality, but also introduce the designer's interpretation of the concept of events. Illustrations come in a variety of forms and can be abstract, figurative, realistic, and symbolic. Designers can add texture, detail, space, color, light, and composition that are impossible in everyday life. Once the illustration is selected as the representation of the image, it is inevitable for the viewer to lose the credibility of the image, or to open the distance between the image and the real world, but it is the existence of this distance that

allows the viewer to The judgment of reality is a little more different, and the concept that the image is intended to express is also richer.

The illustration depicts the imaginary content, showing the impossible, or ideal state. In the illustrations, the spatial and graphical theme elements can be arranged without any restraint, and these are often unlikely to exist in life. Illustrations can use a variety of expression techniques, as well as create a variety of spatial relationships. Each of the illustration elements can map different psychological cues in the viewer's mind. The flat, hard-edged, and fierce effects can give a modern, industrial effect; easy-to-follow, easy, and rich lines It can give people a sense of identity, and it is easy to relax and close. The same theme uses different expressions, such as realistic techniques and stylized techniques. The closer to the realism class, the more obvious the meaning of the image itself is; the closer it is to the stylization, the more action, symbols, features, etc. within the image will create more different perspectives. It may be necessary to add an explanatory note. Different tools and performance techniques play a big role in the visual effects and exact meaning of the illustrations. For example, the intersecting lines of pen and ink that are distracting add a tension, restlessness, and mysterious color to the picture; and the space created by the superposition of such things as collage, hand-painting, pen, spray gun, flat coating, etc. Mixing will create multiple levels of thinking.

Photography in the Image

Before the birth of photography, illustrations have an irreplaceable role, but now the status of illustrations may not be so prominent. The reason for this change in status may be due to the convenience and rapid spread of photography. Photographs make people more intuitive and realistic about the world and record short moments. Because it is real, people will not be affected by texture, color, materials, etc., so that people can focus more on the picture. However, due to the convenience and rapid dissemination of photography, it will also lead to negative effects. Excessive visual information is overwhelming. Too many choices are actually impossible for people to choose. Therefore, if the photographic image wants to catch the eye, it must have Strong competitiveness.

Today's audience, although receiving more information than before, can also analyze the authenticity of photos more sensibly, but today's audience is still more likely to treat the content of the photo as a kind of "real" because it compares In terms of illustrations, the artificial marks of the photos are much less and are not easily found by people. Photographs contain light, composition, color, cropping, focus, etc., but it's not that people pay attention to photographic photos, so that the viewer is most interested in the realism that the picture brings. People tend to ignore the various internal factors of their existence because of their true existence.

Photographs are rich in tones, starting with the shadows of the dark, resulting in rich midtones and bright highlights. This delicate change can make photos beautiful and attractive. This delicate and continuous tone is in sharp contrast to the various illustrations. The responsibility of the photographs is to reflect the reality. The photographic photographs are figurative, pure, real and closely related to the environment, and can directly and quickly show the direction of creation. It is precisely because of the authenticity of the photographic image itself that the real scene, the real characters and the real existence are strictly described. The designer knows how to make appropriate and reasonable choices on the visual level, so that the photographic image becomes the most effective. And in-depth communication tools.

Due to the commonality and artistic connection between photography and illustration art, the integration of the two in the field of graphic design has become possible. At the same time, with the development of modern information technology and commercial economy, the development of photography illustrations has shown great influence and gradually gained recognition and attention from the society. In the art combination of the two, science and technology have played a huge role.

Discussion on the Fusion of Illustration and Photography in Images

Both photography and illustration belong to the carrier of information. From the wood, their purpose is the same. They all convey information in the form of art, and they are artistic. Photography and hand-painted illustrations are all in the form of pictures. of. Although photography is based on a two-dimensional world, they are all flat visual images that are static; in modern society, photography and illustrations are often in electronic format, appearing through electronic products such as computers; From the point of view, they all pay attention to artistic effects such as composition and color. Therefore, from the above points, illustrations and photography have common points.

If you simply think that finding a photo that matches the object can solve the problem, it is too simple. For a design, only when the image composition, production technology and materials are combined and can be combined to form a complete information, the image can highlight the important role. Whether it is to choose to insert or select a photographic image, in fact, more is whether the information can be properly transmitted, effective designers must selectively combine the image style into a specific theme, with the characteristics of each style, appropriate Communicate the information in the diagram. Various styles can be connected to each other in a unified visual language, and can absorb and fuse each other.

Modern art forms are often presented in the form of images and video images, and these art forms often use photographic art as the basic carrier. The art of photography can convey the most basic information, and at the same time, it can arouse the resonance of the audience to a large extent, and cause the audience to think and feel the content of the photographic performance.

Compared with illustration art, photographic art is more comprehensive in terms of expression techniques, and can use the lens to express real life while incorporating the emotional factors of the creator. Photography uses modern technology to truly reflect the reality and has a strong historical value and significance. In terms of realism, illustration and photography belong to different artistic forms and have different expression techniques. Compared with illustration art, photographic art can use photography technology to better deal with the combination of light and shadow in composition, which makes the work more delicate and enhances the appeal of the work.

Conclusion

With the development of the economy, customers are increasingly demanding images. Under the application and development of business and the promotion of economic factors, illustration art actively learns from and learns photography art, according to the actual commercial propaganda needs and photography art. The effective combination has been greatly developed. The fusion of illustration and photography has brought impact to visual performance, becoming an important art form in people's lives, and updating the means of communication of commercial advertisements.

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