

Aesthetic Trends and Evolutions in Photography Art in the Digital Era

Lei Sun

CHODANG UNIVERSITY, Muan County, South Jeolla Province, South Korea

Abstract: In recent years, the rapid development of digital technology has not only changed people's lifestyles but also brought new opportunities for industry reform. Under the context of the digital era, the creation methods, dissemination methods, and aesthetic trends of photographic works have all undergone varying degrees of change, bringing new opportunities and challenges to the development of photography art. The widespread application of internet technology and digital processing technology, as well as the popularization of photographic equipment, has brought more new possibilities for the creation and expression of photography art. This can appropriately expand the aesthetic field of photography art and endow it with diverse, personalized, and instant characteristics. Therefore, in the new era context, the fusion of reality and fiction, and the combination of art and technology will become aesthetic trends in photographic technology. Photographers, based on the actual development situation, should explore and innovate in a targeted manner to fully display the unique charm and profound connotation of photography art, meeting the various requirements of the new era.

Keywords: Digital Era; Photography Art; Aesthetic Trends.

1. Introduction

With the continuous improvement of technology levels in China, the digital era has gradually arrived, and photography art is developing in a new direction. Digital photography has emerged, which not only enriches the expressive methods of photography art but also expands the dissemination channels of photographic works. Against the backdrop of the information and digital era, the connotation of photography art has also been enriched [1-5]. It is no longer in the traditional sense of "recording and reproducing" but has gradually become a form of art with creativity and expressiveness. Additionally, the widespread application of digital processing tools and the popularity of the internet provide opportunities for innovative photography art. Through long-term development, the aesthetic trends and evolutions of photography art have gradually been endowed with diverse characteristics. Photographers should actively explore new creation methods and boldly express personalized aesthetic concepts, giving photographic works more charm and contemporary features [6-8].

2. The Impact of Digital Technology on the Aesthetics of Photography Art

2.1. Diversification of Creation Methods

The popularization and widespread application of digital technology have brought new opportunities for the development of photography art creation. To some extent, the threshold for photography has been lowered due to the popularization of digital photography equipment. More people can easily pick up a camera to capture beautiful moments in life, which can expand the creative space for photographers and make the popularization of photography art more accessible to the public. With the continuous advancement of digital processing technology, various advanced image editing software has entered the public's view, enriching photographers' creative means. Applying these tools in post-production allows for the free adjustment of

colors, light, composition, and other factors, resulting in more artistic works. Technological innovation further improves the quality of photographic works, enabling photographers to boldly pursue their aesthetic goals and promote the innovation and development of photographic technology.

2.2. Personalization of Aesthetic Expression

Fully leveraging the auxiliary role of digital technology provides a new era for the creation of photography art. Photographers can create freely according to their ideas by utilizing digital processing technology. Influenced by objective factors in the past, photographers were limited by photographic equipment and darkroom technology, unable to fully display their artistic concepts. However, with the popularization of digital processing tools, photographers can freely adjust and process various highlights through computers, integrating their aesthetic views and artistic pursuits. This personalized aesthetic expression makes photographic works more colorful and artistically appealing [9-10]. Additionally, photographers can independently adjust elements such as colors, light, and composition, integrating their thoughts and emotions to resonate with the audience, making the works truly artistic.

2.3. Instantaneity of Dissemination Methods

In the past, displaying and sharing photographic works could only rely on physical exhibitions, magazine publications, and other channels, limiting the speed and scope of dissemination. However, with the development of internet technology and the rise of social media, photographers can share their works more easily. Platforms like Weibo and Facebook allow photographers to upload their works, enabling more people to appreciate them. This dissemination method's instantaneity greatly increases the exposure of photographic works, and photographers' efforts can be recognized by a broader audience. Additionally, on social media platforms, audiences can interact with photographers, sharing opinions and suggestions, further promoting the continuous development of photography art.

3. Challenges Brought by the Digital Era to the Aesthetics of Photography Art

3.1. Blurred Aesthetic Standards Due to Technological Changes

The widespread application of digital technology has lowered the barriers to entry for photography, allowing everyone to record the world as they see it using smartphones and cameras. However, behind this popularity and convenience lies the problem of blurred aesthetic standards. With the significant increase in the number of photographic works, the quality of these works varies. Despite the large quantity of photos, those with true artistic and aesthetic value are few, making it difficult for works with aesthetic standards to stand out in the vast number of creations. Additionally, digital photography technology facilitates post-processing work, allowing for adjustments in colors, light, and composition according to needs. While this increases the diversity of photographic works, it also raises questions about authenticity, further blurring aesthetic standards.

3.2. Aesthetic Confusion Brought by Artistic Expression

Technological advancements have endowed photography art with new possibilities, enriching expression methods and artistic styles. However, the diverse artistic expressions also bring aesthetic confusion for the audience. Traditional photography works needed to follow certain rules, but the application of digital technology breaks these limitations, allowing photographers to create novel and unique works[11-12]. This fully displays unique artistic vision and creative thinking, offering the audience a broad aesthetic experience. However, due to the diversity of styles, the audience may inevitably feel confused when appreciating works. Different styles have different aesthetic values, making it challenging to use a unified standard for evaluation. Furthermore, the increasingly blurred line between reality and fiction complicates aesthetic judgment. Technological means allow photographers to process and modify images, making the works appear realistic, but this creates difficulties in distinguishing between real and fictional elements, ultimately affecting the overall evaluation of the works.

4. Aesthetic Trends in Photography Art in the Digital Era

4.1. Fusion of Reality and Fiction

The creation and presentation of photographic works have undergone profound changes with the aid of digital technology. Photographers no longer need to rely entirely on photographic equipment and darkroom technology; they can modify and process images according to their needs using digital processing, offering great convenience. Consequently, the boundary between reality and fiction in photographic works will gradually blur. Photographers can explore the convergence points between real scenes and fictional elements by adjusting colors, increasing contrast, adding special effects, and skillfully integrating them to achieve the best visual effects. This fusion aesthetic trend allows photographic works to transcend basic recording functions and endow them with rich imagination and creativity. When appreciating these works, viewers can perceive the

photographer's superb skills and aesthetic pursuits, recognize the necessary elements contained within the works, and be attracted by the fictional elements, enriching their visual experience.

4.2. Integration of Art and Technology

The widespread application of digital technology provides more technical support for photographers, making the integration of art and technology more seamless. With the support of digital technology, photographers can use various advanced equipment and software according to their needs to capture, process, and present images. By utilizing high-pixel cameras, they can capture delicate images and use software to adjust colors and composition during post-production to achieve the best artistic effects. This ensures the image quality of photographic works and provides photographers with more creative space and freedom. From another perspective, the clever integration of art and technology can also endow photographic works with a sense of technology and modernity[13-14]. By combining traditional photography with modern technology, unique visual effects can be created, attracting more viewers.

4.3. Pursuit of Diversity and Individuality

With the continuous improvement of China's comprehensive national strength, people's material living standards have significantly improved, and cultural demands have become more diverse and individualized. This trend is not only evident in music, film, and other artistic fields but also profoundly impacts the development of photography art. Therefore, photographers, in their daily work, pay more attention to expressing their individualized needs and actively pursuing unique artistic styles. Traditional photography methods and techniques can no longer meet their needs. Instead, they actively try various new technologies and means to create distinctive visual effects, making photographic works more recognizable and charming, standing out among many works. As viewers appreciate photographic works, their aesthetic preferences also become increasingly diverse. They no longer settle for the traditional sense of "reality" but focus more on the creativity and emotional expression of the works. Therefore, photographers should strengthen their interaction with viewers based on relevant changes, creating works that better meet viewers' needs.

Table 1. Changes in Photography in the Digital Era

Aspects	Transition
The photographer's Pursuit	Pay more attention to express their own personality and the pursuit of unique artistic style
Characteristics of creation	Experiment with new techniques and methods to create unique visual effects
Work recognition	The pursuit of personalization makes the works have higher recognition and charm
Audience demand	Appreciation and aesthetics tend to be diversified, focusing on the personality, creativity and emotional expression of the work

5. Innovative Strategies for the Diversified Development of Photography Art in the Digital Era

5.1. Exploring Deep Connotations

Against the backdrop of the digital era, to lead photography towards diversified development and further improve the visual effects of photography, photographers can innovate based on traditional photography concepts, leveraging the new technologies brought by the digital era to tap into the potential value of digital technology and lead photography towards a deeper direction. With the development of the digital era, new media platforms have gradually become the main channels for disseminating photographic works. Using applications like Weibo, TikTok, and Facebook can accelerate the dissemination of photographic works. However, some photographers do not strictly control the quality of their works during dissemination, limiting the innovative development of their works. To truly improve the quality of photographic works, it is necessary to enrich the content of photography and focus on conveying the connotations of the works, meeting the visual and spiritual needs of the audience. In the process of shooting works, taking the social value of the works as the entry point can also enrich their cultural value, exploring the deep connotations of the works to achieve the best aesthetic effects [15-16].

5.2. Changing Photography Ideas

To fully display the connotations of photographic works and achieve diversified development in the context of the digital era, innovation should be carried out from a visual perspective. In the process of photography work, photographers should change their photography ideas and innovate the angle of selection. Therefore, photographers can start from the photographic subjects, seeking new shooting points from the surface to the inside through the appearance of photography, excavating more valuable photographic content. They should no longer blindly follow trends or easily choose the most popular content of the moment to avoid homogenization and visual fatigue among the audience. Changing photography ideas and conducting photography work from different angles can actively discover fresh things and novel materials, optimizing photographic works to the maximum extent, enhancing the visual expressiveness of

photographic works, and achieving the goal of promoting the innovative development of photography art.

5.3. Integrating Advanced Technology

With the rapid development of internet technology and AR, and the quiet arrival of the 5G era, photographers must adapt to the needs of the times and move towards diversified and innovative directions in their photography art creation. Therefore, according to established goals, integrating new technologies and new media with photography can achieve innovative development and better visual effects. Using 5G technology for photography work can significantly improve the quality of photographic works and the efficiency of photography work. For example, when conducting photography, using the RAW format with better image quality can effectively improve the photography effect. Additionally, the development of VR and AR technology has been widely applied in people's daily lives. To enhance the visual effects of photography, relevant technologies can be used in the creation of photography art to enhance the visual expressiveness of photographic works. Deep integration of photography with 5G, VR, and AR technology can transform viewers from "outsiders" to "participants," providing a novel immersive experience.

5.4. Enriching Expression Techniques

To meet the development needs of the digital era, lead photographic works towards diversified development, and promote visual innovation in photography, expression techniques in photography should be improved, and various photography techniques should be flexibly applied to enhance the visual impact and emotional appeal of photographic works (Figure 1). For example, when processing raw images, digital technology can be used to convert them into bitmap or vector images, adjusting their exposure, contrast, color saturation, and other elements to improve the artistic expressiveness of photographic works. With the strong support of digital technology, converting optical signals into electrical signals and then into digital image files can reduce distortion in photographic works, significantly enhancing the clarity of photographic works. Additionally, the advantages of 3D technology can be leveraged, using shooting techniques to innovate works and achieve the goal of improving visual effects.

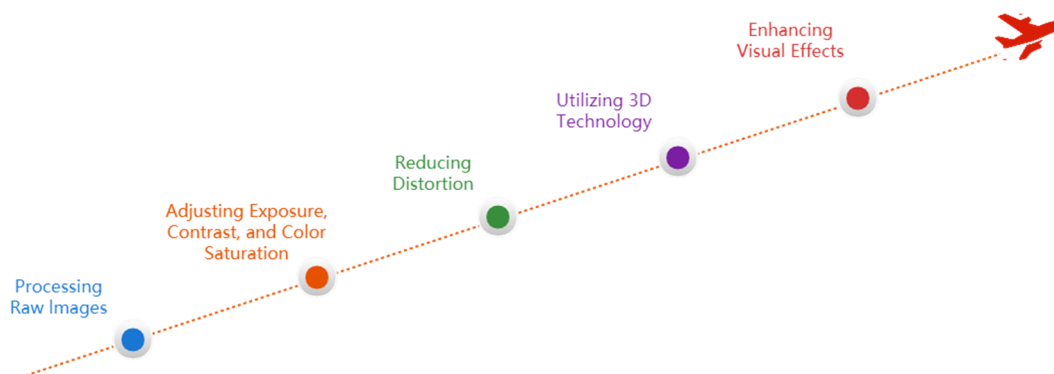


Figure 1. How to Enhance the Visual Effects of Photographic Works

6. Conclusion

In summary, the digital era promotes the development and innovation of the art field, endowing photography art with

more charm and infinite possibilities. Based on actual development situations, photographers can reasonably apply digital technology and creative tools to expand the dissemination trends of photographic works, resulting in

varying degrees of change in specific appreciation methods. Due to the rise of internet platforms and the popularization of digital processing technology and photographic equipment, photography art is gradually endowed with personalized and diversified characteristics. Therefore, in the new context, photographers should actively explore creative methods, boldly express their aesthetic concepts, and further enhance the level of photography art. As photography art continues to develop deeply, it will undoubtedly shine brightly in the context of the digital era.

References

- [1] Kluckhohn, F. R., & Strodtbeck, F. L. (1961). Variations in value orientations. In *Variations in value orientations*. Oxford, England: Row, Peterson.
- [2] Inkeles, A. (1977). Understanding and misunderstanding individual modernity. *Journal of Cross-Cultural Psychology*, 8 (2), 135–176.
- [3] Kluckhohn, F. R., & Strodtbeck, F. L. (1961). Variations in value orientations. In *Variations in value orientations*. Oxford, England: Row, Peterson.
- [4] Bakri, N. (2010). *Dimensi Budaya Teknologi Dalam Era Globalisasi*. Penerbit UTM Press Universiti Teknologi Malaysia.
- [5] Romer, P. M. (1994). The Origins of Endogenous Growth. In *Source: The Journal of Economic Perspectives* (Vol. 8). Winter.
- [6] Lippert, S. K., & Volkmar, J. A. (2007). Cultural Effects on Technology Performance and Utilization: A Comparison of U.S. and Canadian Users. In *Journal of Global Information Management* (Vol. 15). Retrieved from www.igi-global.com/e-resources/library-recommendation/?id=2.
- [7] Bakri, N. (2010). *Dimensi Budaya Teknologi Dalam Era Globalisasi*. Penerbit UTM Press Universiti Teknologi Malaysia.
- [8] Lister, M. (2014). The Photographic Image in Digital Culture. In *The Photographic Image in Digital Culture*.
- [9] Hall, G. (2013). Toward a Postdigital Humanities: Cultural Analytics and the Computational Turn to Data-Driven Scholarship. *American Literature*.
- [10] Matsiola, M., Dimoulas, C. A., Kalliris, G., & Veglis, A. A. (2018). Augmenting user interaction experience through embedded multimodal media agents in social networks. In *Information Retrieval and Management: Concepts, Methodologies, Tools, and Applications*.
- [11] Baboo, S. B., Pandian, A., Prasad, N. V., & Rao, A. (2013). Young People and New Media in Malaysia: An Analysis of Social Uses and Practices. *Journal of Arts, Science & Commerce*, IV (2), 50–56.
- [12] Benjamin, W. (2010). *The work of art in the age of mechanical reproduction*. Prism Key Press.
- [13] Stocchetti, M. (2014). Images and Power in the Digital Age: The political role of digital visuality.
- [14] Favero, P. S. H. (2017). The present image: Visible stories in a digital habitat. In *The Present Image: Visible Stories in a Digital Habitat*.
- [15] McLuhan, M. (1964). *McLuhan Understanding Media The extensions of man* London and New York. Basicexpispittedu.
- [16] Morgan, J. L., Gergel, S. E., & Coops, N. C. (2010). Aerial Photography: A Rapidly Evolving Tool for Ecological Management. *BioScience*, 60(1), 47–59.