

An Analysis of Influence of Photography on Development of Public Visual

Arts

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Abstract: With the rapid development of economy and science, smart phones have gradually turned into the necessity for Chinese people, which makes national photography a reality for social development. Besides, digital images are seen everywhere in all corners of public arts space under the visual revolution brought by such reality. Therefore, this paper gives a study on the influence of photography on development of public visual arts in the hope of providing some inspirations for relevant researchers.

Keywords: Photography, Public visual arts, Influence

1. INTRODUCTION

Photography becomes a real civilian movement through popularization of smart phones, meanwhile, photography and Chinese people become more closely related under the rapid development of new media, which jointly change the life of Chinese people and realize substantial development of China's public visual arts in the process.

2. DEVELOPMENT HISTORY OF CHINA'S PUBLIC VISUAL ARTS

In order to conduct an in-depth study on for analysis of the influence of photography on development of public visual arts, we shall first know clearly about the development history of China's public visual arts. In combination with relevant document literature and first-hand investigation, this paper divides the development history of China's public visual arts into newly-developing period, new-wave period and new-form period with the details as shown in Table 1.

Tab. 1 Development History of China’s Public Visual Arts

Development History	Time	Concrete Manifestation
Newly-developing period	Early 1980s	Under the impact of reform and opening theory, artists were immersed in excessive political impact, and they put too much emphasis on consciousness of the nation and government overlooking demands of our citizens. Thus, the public visual artworks lacked publicity in the newly-developing period ^[1] ;
New-wave period	Early 1980s	Public visual arts were characterized with “large quantity with poor quality” in the early 1980s. But since the mid 1980s, China’s public visual arts have gradually stepped into the right direction and reflected democratic and humanistic concern with the tendency from theory to practice ^[2] ;
New-form period	Early 21st century	Public visual arts returned to the essence of “publicity”, which is fully embodied by the gradual integration into urban development.

3. CURRENT SITUATION OF DEVELOPMENT OF CHINA’S PUBLIC VISUAL ARTS

After knowing the development history of China’s public visual arts, it is necessary for us to obtain an in-depth understanding of the current situation of their development. Under the impact of the advent of mass consumption society and new media era and rapid development of science and technology, public visual arts have been seen in all areas of life. To some extent, we are living in a public visual space. Table 2 clearly shows the reasons for the rapid development of China’s public visual arts at present, with which, we can get a deeper understanding of China’s public visual arts at present ^[3].

Tab. 2 Reasons for Rapid Development of Public Visual Arts

Reason	Concrete Manifestation
Stimulation and promotion from the commodity economy	Our lives are filled with images, and our ideology and values are influenced to varying degrees;
Popularization of smart phones	Chinese people become the potential image producers;
Popularization of computers	People are getting used to communicate with each other by pictures;
Increase in desire for visual cognition and enjoyment	People start to pursue high-quality public visual space enjoyment

4. PHOTOGRAPHY-- ONE OF THE MAINSTREAM MEDIA OF CONTEMPORARY CHINESE PUBLIC VISUAL ARTS

As for contemporary Chinese public visual arts, photography itself is one of the important media for such arts. Because photography has been serving us by its characteristic of recreation of the reality from 1839 when it just came into being to the 21st century when the post digital photography era comes. In today's China, with increasingly greater popularity of smart phones, almost everyone can reflect the world in their eyes by photography and in recent years, thanks to which, excellent photographers are emerging in an endless stream and substantial development of China's public visual arts is realized. The series of images and pictures titled *My Father and Mother* of Jiaobo is the most visible manifestation of such development. Fig. 1 gives a photo among the series of photography work titled *My Father and Mother*, and we can enjoy the charm of photography as one of the mainstream media of public visual arts^[4] from it.



Fig. 1 *My Father and Mother* by Jiaobo

5. PUBLIC VISUAL FIELDS INVOLVED IN PHOTOGRAPHY

In order to fulfill the in-depth study in this paper, it is necessary to know about with the public visual fields involved in photography in contemporary China. In combination with relevant document literature and first-hand investigation, this paper divides the fields into three categories, namely: mass media, sub-media and programs for public good.

(I) Mass media

Television, newspaper and magazine constitute the mass media that is one of the public visual fields involved in photography, of which, a detailed introduction is given in Tab. 3.

Tab. 3 Mass Media -- One of the Public Visual Fields involved in Photography

Mass Media	Manifestation
Television	To bring people keen visual enjoyment through fine films and television programs;
Newspaper	To increase news perception by photographic pictures with high effectiveness;
Magazine	To provide better reading experience by photographic pictures with strong impact;

(II) Sub-media

The so-called sub-media refers to the media forms distinguished from the mainstream media. Tab. 4 gives a detailed description of common sub-media.

Tab. 4 Sub-media -- One of the Public Visual Fields involved in Photography

Sub-media	Manifestation
Auto Body Advertisement	To arouse feelings of the audiences by creative photographic pictures;
Billboard Advertisement	To convey relevant information by pictures with strong expressive force;
Building Advertisement	To propagandize photographic pictures or videos through the buildings;

(III) Programs for public good

In addition to the two aspects mentioned above, programs for public good fall into the range of public visual fields involved in photography with public service advertisements as the main communication medium. Tab. 5 gives a detailed description of the programs for public good, which are one of the public visual fields involved in photography.

Tab. 5 Programs for Public Good-- One of the Public Visual Fields involved in Photography

Programs for Public Good	Manifestation
Television Advertisement	To catch people's attention of on concepts related to public welfare by appealing videos;
Plane Advertisement	To impress people by pictures with strong expressive force

6. INFLUENCE OF PHOTOGRAPHY ON DEVELOPMENT OF PUBLIC VISUAL ARTS

An in-depth analysis of the influence of photography on development of public visual arts is required for fulfillment of the study in this paper. In combination with relevant document literature and first-hand investigation, this paper divides the influence into three aspects of realizing social value, enhancing humanistic feelings and improving public aesthetics consciousness.

(I) Realizing social value

As for this aspect, it is mainly caused by the boundless association and desire to be in possession of people by photography itself, which contributes to stronger support in sales of commodities from photography and transformation towards social value of the public visual arts.

(II) Enhancing humanistic feelings

As far as this aspect is concerned, it is mainly caused by sharing of perceptions of the world in the eye of individuals presented by photography, and the sensation aroused by which helps enhance humanistic feelings of the public visual arts. The short film titled *Subtraction in Life, Kindness in Image* provides a good interpretation of the influence, of which, a screenshot is given in Fig. 2 ^[5].



Fig. 2 Screenshot of *Subtraction in Life, Kindness in Image*

(III) Improving public aesthetics consciousness

With regard to this aspect, it is mainly given risen to by the elimination of barriers between artistic conveyance and the public realized by photography, which is beneficial to constant improvement of the public aesthetics conscientiousness under the edification of photography.

7. CONCLUSION

This paper gives a detailed study on the influence of photography on development of public visual arts with the purpose of bringing more attention to development of public visual arts and truly realizing the significance of photography in our lives and public visual arts.

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