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## Actual trends in modern creative photography

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### ABSTRACT

The main tendencies in modern creative photography which have particular importance for studying the processes of modern culture are considered. Popular styles in modern photography are also analyzed and reviewed, current situations in the field of photography research are described, and the ways of its development are outlined.

**Keywords:** photography, tendencies, creative, creativity, trend, relevance, progress, genre

### 1. INTRODUCTION

Many years have passed since the emergence of the photography, but its importance has not been depreciated and it did not become forgotten. Photography, as well as all technological progress, developed and became an art. Now it is impossible to imagine our life without photography. Every day, every hour, we try to capture and store the moments we see on the camera or phones. Many sites and channels for the art of photography have been emerged to teach you how to take correct shots. But awareness of all the principles of photographic composition is not enough to take high-quality photos, it is necessary to feel it. A photographer, like an artist, must give careful thought to how to organize his own theme, find the very "picture" he should show. Thus, photography gained its extraordinary popularity, primarily because of its accessibility.

In his book "Photography. Questions and Answers" Lee Frost writes: .... despite significant progress in technology, photography is still a creative process, which largely depends on the skill and inquisitiveness of the photographer. You can buy the most expensive, most modern equipment, but without the knowledge, experience and inspiration, your efforts are, likely, to come to nothing"<sup>1</sup>.

Indeed, modern photography has acquired only her figurative techniques. But it is important that anyone who takes up the process of photographing to have a certain attitude towards it as an artistic process, and to a photograph as an artistic picture.

## **2. THEORETICAL BACKGROUND**

The purpose of this article is to characterize the current situation in the field of photography research and to outline the ways of its development. On the one hand, photography, presupposes the most direct relations to the creative process with living reality, and on the other hand it gives inexhaustible opportunities for the development of observation, creative comprehension of life material. Artistic photography in general can be considered one of the indicators of the general culture of modern man: his vital interests, his ability to see, taste, artistic ideas and creative search are manifested here.



**Fig. 1.** Modern aspects of the contemporary world

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<sup>1</sup> Lee Frost. "The photo. Questions and Answers »Publisher: Art-Rodnik, 2004

### **3. MATERIALS AND METHODS**

Analysis of the development of photo art shows that at present there is an interaction of classical arts - painting, graphics, sculpture and new ones, based on a different technique for creating works such as movie, traditional and digital photography using computer and television. Photography actively participates in this exchange of values, enriching itself and other arts. Each field of application of photography and each genre of photographic art has its own peculiarities both in the approach to the material and in the use of pictorial means.

Forms of creativity and the nature of work on the artistic solution of the theme and the plot vary depending on the tasks facing the author, the goal pursued by the implementation of this particular picture, and the genre to which it refers. In photography, there is a choice of technique in various genres, partial organization or complete organization of the frame, which is related to the specifics of genres and with special requirements presented to various photographs.



**Fig. 2.** Registan square

Each of these ways of expressive solution of a theme and a plot, applied to the composition of a snapshot of the corresponding genre, allows you to receive artistically completed photographic pictures in which the content is expressed in a finished artistic form. However, these methods of work cannot be arbitrarily transferred from one section of the photo to another or from the genre to the genre, since the specificity of the genre is violated, which in fact leads to a loss of truthfulness, persuasiveness and expressiveness of the pictures. Examples

of this are weak and unconvincing reportage shots, in which the author tried to replace the method of choice with the technique of partial organization of the frame. Now this is a hobby for the well-to-do and a template of "creative personality" for anyone who holds a high-quality camera in their hands. From year to year the number of photo exhibitions is growing. They are so diverse, starting from official-documentary and personal amateur ones, ending with dilettante of alternative trends of youth art. Unfortunately, most often, they are designed for an indiscriminate consumer, eager to see something new, without thinking that it is a very thing, and whether it is so new. It is this very state of the boom that gives rise to a state of affairs in which photographers are ready and even undertake to satisfy the aesthetic demands of the public throughout the entire spectrum, thereby narrowing this spectrum and impoverishing it.

The current public, who in large part is inclined undoubtedly to perceive the photograph in the rank of self-sufficient visual pleasure, is still not ready to distinguish genuine author's work from crude, unprofessional ones, but abstract self-activity - whereas the abyss between painting, say, Karl Bryullov and the wall calendar seems to be quite obvious .

#### **4. MAIN PART**

Thus, all are, in fact, witnesses to how the basics of the future crisis of the genre are laid down with sounds of fanfare and in an atmosphere of joyful excitement. In the Internet environment, there are many digital photography competitions for all comers, where anyone can take part. The fact is that now it's really easy to make a good, technically executed photo, especially since you do not have to go through complex manipulations with developing the film and printing it.

Particularly diligent creators, however, master computer programs, with the help of which it is possible to correct images, most often, their motivation is the desire to "make a beautiful photo", but not simply accurate, that is, to claim the title of an artist creating objects of fine art. In turn, this entails the emergence of a huge layer of processed photographs, whose most common distinguishing features are unnatural brightness of the color and blurriness of the image contours. Both of these techniques enhance the decorative features of the image, and thus lead to an idealization of reality. It seems strange here that the society seemed to have already forgotten about all the stages of photography that took place more than one hundred and fifty years ago. Photo in its history of existence has proved that, like any other language, it is multifunctional. All existing samples of photography are certainly not works of art, however an art object can be created with the help of photography, just as a language message can be a recording of a testimony or a literary work. From artistic point of view, photography must be not only beautiful, but it also should bring a subjectively new into the world, strive to change someone's values and, of course, be the result of purposeful efforts.

Unorthodox perception of the photographer in a harmonious combination with technical knowledge allows creating really vibrant and vivid pictures that will evoke unadulterated emotions in the viewer.

Thanks to his vision of the changing world and personal experiences, the photographer develops his own style, and his works invariably acquire inimitable and unique features. If the photographer takes ordinary plots that do not arouse interest in the viewer and do not engender emotional feelings in him, then his work will quickly be forgotten and lost among others. Each frame can be creative, but not everyone is beautiful. Each event can be interesting, but not

everyone can be nicely served. The art of combining interesting and beautiful - this is creativity, this is creativity. Each frame can be creative, but that does not mean that every frame is beautiful. Each event can be interesting, but not all of them can be nicely delivered. The art of combining interesting and beautiful - this is creativity, this is art. Many novice photographers often blame technology for their failures and sincerely believe that by purchasing new, more modern equipment they will get rid of boring and empty pictures. But the most important thing in the photographer's work is to open his eyes and see the world around us, admire or be surprised at them, try to take pictures and see what will come of it. We need to see the reality around us from different angles. At the same time, it is necessary to strive to ensure that each photo evokes an emotion or feelings. And through the photo we share these feelings with other people.

Fashion on the photo changes very quickly, and to remain on the edge of relevance, the photographer needs to keep an eye on these changes, constantly catch up with these trends and be able to apply them in practice. The photos are interesting to the viewer when they correspond to the time. But, it often seems that they have long developed their own style - and everything is in order. But time does not stand still and the fashion for the "picture" is changing. If you do not notice these changes, at some point you can stay out of date, do not understand where to move on and spectators start saying about your photos that they are boring that they saw it many years ago.

Today, everything related to feelings is in fashion, it can be seen in numerous popular photos. Digital devices greatly simplified the lives of people, but they immediately became cause of emergence of another problem. Most people today spend a lot of time holding a smartphone and do not interact with the outside world at all.



**Fig. 3.** Fruits as an aspect of modernity

Many photographers today assume that something important was lost on the way to progress, and take interesting photos of human hands, trying to convey a sense of touch. Touching of an object with the hands gives the picture a dramatic effect and the photo instantly comes alive. Photography is an art, and it stands in line with painting, architecture, because with the help of photographs people can also express their emotions and thoughts. If we talk about contemporary art, one of the main features of a photography, which is related to it, is conceptuality (Fig. 3.).



**Fig. 4.** Aspects of the modern world

In photography, the idea becomes more important rather than the form, it is more important than the skill or technique of the author. There are few stages in photography where the author's individuality can be revealed: the color is the same as it is, based on the capabilities of the film (matrix) and paper, the paper is also industrial, and there is no act of creativity in its preparation. Therefore, not only composition, that is a form, but also the idea that is a conception acquires such a great importance in photographic creation.

In the past, the spectator asked questions: "How did the photographer take this? How could he come up so close? How was not he killed or not scared? How could he manage not to be paid attention to? Now the question often asked is: "Why did he take this?» (Fig. 4.)

The spectator realized that he could have taken such a picture, too, but someone took it before him. He understands that he can also do it repeatedly, but nobody needs it anymore. The question is precisely who will first come up with and use this or that plot. Like any art, photography has its own styles, which are used by photographers. There are a number of styles in photography, especially since every creator who is fond of photo art can become the founder of some kind of direction, but there are several styles that are considered to be the most popular today.

The most popular style in photography today is, of course, glamor. Photographs made in this style can be found on the pages of glossy magazines, and on billboards, as well as on websites that offer photo dating for free (Fig. 5.).

Glamor is almost always associated with chic, glitter and sexuality. At the present stage of the development of photo art glamor is not so screaming, it acquires a dash of romance and lightness while maintaining attachment to the chic and bright irreproachable images. By the way, a photo of a normal working day of an ordinary person is also in demand in stock photography and constantly flashes in social networks. Especially popular in the drains enjoyed and remained on top of photography are photos of business people at work and optimistic elderly people, who played out the themes of health and childhood. Another style of photography is pop art. He was particularly popular in the United States of America in the 50-60s of the twentieth century. The most famous photographer who worked with the style of pop art is Andy Warhol. It was he, who created interesting collages with Elvis, the king of rock'n'roll and Monroe, the Queen of cinematography.



**Fig. 5.** Case of Queen of cinematography

Retro-style in photography allows conveying the charm and beauty of a past era, which people are gradually beginning to forget. It should be noted that it is not easy to work in this direction; there are needed black and white materials with low sensitivity. If the photo is color photo, then the halftone should be small, the brightness is also minimal. But to get a real retro photo, there are needed to create a special environment for this - that is, to place indoors antique furniture, decor elements used at the beginning of the last century, etc. It always takes a lot of time and effort, but real art, as you know, requires sacrifice (Fig. 6.).

A vintage photo is a style that resembles a retro, but still has its own peculiarities. By the way, "vintage" from the French language is translated as "top quality wine". This means that the photos made in the vintage style should be only the highest order. But unlike retro, these

pictures are processed by special computer programs that give them the desired effect, for example, abrasions is added, colors are made more faded, etc.



**Fig. 6.** Retro style photography

The style of grunge appeared in the early nineties of the XX century, and it is connected with popular at that time music in the style of the same name, which was characterized by "dirty" sound, depressiveness. Grunge pictures are a "dirty" view of the world; these are muted colors and tattered pictures. It all makes such photos unique. Quite recently the blogging reportage style was in the fashion, but now the transition to more sensual pictures is seen.

Travel is an important part of many people's lives and today there is a public demand for passionate photos filled with spectacular landscapes or people against a background of various interesting objects. And often photographers put people in the frame, but do not make them the center of the composition - in this case, nature can look very dramatic, and the person is only a scan points. It is impossible not to pay attention to many photographs taken in the dark. And often in such pictures there is an invariable concomitant of semi-darkness - neon lighting. This trend appeared in 2016 and he is not going to surrender.

In my opinion, 2016 is the year of reflection, perhaps the beginning of a new path, new perspectives in photography, too. This new path and new perspectives have been in the trend for a couple of years and are highly ranked from the bird's eye perspective. I would compare this trend with an overview of my possessions, with an attempt to see the beauty of our world from the position of the Creator, which, to the point, partially explains the popularity of environmental topics. Photographs taken with the help of a drone attract attention - you cannot

avert away your eyes from the photo taken from a great height. (Fig. 7.) Such photos can be seen more often in social networks and at the moment they are selling well on the stocks.



**Fig. 7.** Photograph taken with the help of a drone “View of Tashkent” 2018y.



**Fig. 8.** Jeff Wall, «View from the apartment» (2004-5)

Polyphony, inherent in modern art, will leave in the trend an eclectic mix of different techniques and genres. The use of incompatible things is still topical, for example, the chair that stood not by the fireplace, but among the luxurious greenery or steel and concrete.

The traditional direct photograph "directed and took" gives way to a well-adjusted, requiring additional and thorough training, frames with an impeccable illusion of reality (remember Jeff Wall, the Canadian author, the work "View from the apartment" (2004-5)) (Figure 8). Photography ceases to be a theatrical performance, carnival, it draws reliable, but staged shots, the figure of the photographer disappears, only the person and his inner world remain.

Slowly loses points of popularity macro photography and HDR. A double exposure, the imposition of color, silhouettes, and the photomontage loses its positions boldly from the stage, which can be characterized as a return to naturalness. Someone calls life a big theater, but for someone it's a huge photo studio. It is inconceivable, how much the number of stories slips around us every second of our lives.

## **5. CONCLUSION**

The instantaneity of each of the scenes is elusive by the imperfect eye of man. How many hidden accents and vague hints so forever and remain unnoticed by their addressees. However, if in the waterfall of everyday life much remains unrealized and imperfect, the photo is a kind of a miss in the world of unrealizable reality.

In conclusion, it should be noted that the visual techniques require a deep and all-round study, and the focus of the photographer for some time turns out to be light and shade, line graphics, angle, perspective. In a truly artistic picture, the reception never becomes the goal of creativity, but is always a means of revealing the creative intention and is used to express the content, to create an artistic image. However, in order to use the system of pictorial means of photography meaningfully and freely, it is necessary to study and master them as fully and comprehensively as the photography technique was studied and mastered in its time.

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