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Styling Concept In Fashion Photography Process

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Abstract
This study aims to investigate and analyse the production process of fashion photography. Fashion photography is a subset of commercial photography that conveys a product's identity and seeks to attract consumers for marketing and public information purposes. Photography techniques and graphic approaches corresponding to the session's theme and concept can significantly influence and captivate the audience. This study's findings will provide new insights and creative ideas for module development in fashion photography. Conclusion: The findings of this study have the potential to impact the direction of high-quality style and fashion photography, as well as the method by which photography professionals can improve their skills and work efficiency.

Keywords: Fashion Photography, Advertising, Stylist

1.0 Introduction

This research will produce a novel perspective module and production manual with the participation of fashion photographers. Based on its ontological status as art, fashion photography also opens up new aesthetic domains. Fashion photography aims to convey the characteristics of a person or group by employing various lighting, backgrounds, and styles, depending on whether the photograph taken for documentary or commercial purposes. Lighting and photography techniques have a significant role in the composition of portrait images, allowing for a wide range of presentational modes and impressions to achieved. Every illumination performance has its own set.In order to produce a quality image, an advertisement must conduct specific research on its target consumers, product themes, appropriate photography techniques, and graphic elements presented under general promotion information. Produce a visual symbol or connotation for a persuasive theory; the resulting image impacts the user and draws attention.

Advertising is a marketing strategy in addition to a communication tool and intermediary with consumers of products or services offered to enlighten or influence public acceptance of them. Every advertisement employs the medium of persuasion, whether through traditional or digital advertising. Utilising digital platforms has become a necessity in the age of digital technology. When capturing a picture, three primary considerations often come into play: the ambience of the environment, the quality of the light, and the camera's exposure configuration. The primary factors influencing the creation of a fashion photography session are photography skills, styling techniques, makeup techniques, and fashion concepts. Vilém Flusser, in the year 1973. Photography is a medium that encompasses technical and informatics elements, which are crucial in representing social connections and constructing interpersonal boundaries. It covers the essential aspects of photography, such as camera methods, lighting, angles, and composition, both during and after a photographic session centred around a specific theme, intending to enhance the overall quality.

The creation of fashion photography is a multidisciplinary process that involves studying many viewpoints and starts with choosing fashion concepts. The process involves the application of makeup, the selection of suitable clothing and colour combinations, the preparation of shooting sets, choosing the necessary camera equipment, including lenses and camera formats, implementing lighting

techniques, selecting of models that complement the concept, and conducting post-production tasks like retouching and manipulation. Photographers, assistant photographers, art directors, makeup artists, and stylists collaborate on these fashion model images. Furthermore, the active involvement of the model throughout the whole photoshoot plays a crucial role in creating fashion photography. Therefore, each quality and moral value in making a fashion photography session must undergo an initial process to ensure they are understood and implemented.

The involvement of several parties in the creation of photographic portraiture is crucial. Each of these parties comprises both male and female models, makeup artists, hairdressers, stylists, and art directors. To create a portrait image that captures a person's individuality or character, one must have a strong command of the technical parts of photography and also consider other considerations such as styling and cosmetics. The conceptual goals of the project guide these additional elements. In photography, "styling" refers to the techniques employed by a photographer to meticulously arrange and provide the necessary lighting modes, styles, and settings for each image during the entire session.

For fashion designers, "styling" refers to the skill and process of arranging garments in a manner that creates a distinct, imaginative, and visually appealing outfit for a specific event that harmonises with the surrounding setting. Art directors in advertising agencies, newspapers, films, TV programs, and product packaging are responsible for developing the overall visual style and image for the entire project. The session should prioritise the demonstration of emotion and expressiveness. In order for the viewer to establish a connection with the characters, it is imperative that all aspects of their portrayal, such as their actions, expressions, eye contact, poses, attire, and props, are presented in a clear and comprehensible manner.

Digital imaging or retouching occurs after the initial aspect of image creation is complete. The choice between extensive and minimal retouching will hinge on the image's initial development. When creating high-quality portrait photographs, many variables, including pre-production, production, and post-production, must be considered.

2.0 Literature Review

Photographic art incorporates various cultural, lifestyle, and environmental factors to create visually compelling images. The techniques employed in this art form tailored to the specific concept and production goals, with market demand playing a role. Photography is a ubiquitous technique employed in all forms of media, be it print or digital format. Photographic images can now generated with a diverse range of technologies. Nevertheless, how can we enhance our image by beginning the process from the beginning? Editorial photography is an artistic expression that aims to showcase the alternative perspective and narrative of a fashion item. As the individual operating the camera, the photographer produces editorial fashion photography that encompasses multiple layers of significance. Fashion photography is commonly associated with elegantly attired models posing in front of the camera (Singh, 2020). Fashion photography plays a crucial role in this process as a means of representation in advertising and the pervasive media (Karen de Perthuis 2019). By approximately 1891, several skilled fashion photographers had developed, and the prevailing focus at that time was on photographs showcasing garments displayed on mannequins (Kruger, 2001).

Fig. 1: Studio photography tool.

Photography is a potent means of conveying and exchanging ideas, providing an endless range of perspectives, understandings, and implementations. Bamford (2003) defines visual communication as transmitting messages using visual images. They connected to visual literacy, which refers to the capacity to derive meaning from visual images. According to Curl (1979), photography is a form of visual communication where images convey a literal representation of how an object appears at a particular instant. Consequently, he asserts that the picture has the potential to effectively convey information about texture, line, mass, balance, light, and colour. According

to Maeda (2006), simplicity in visual communication is the act of disregarding what is obvious and instead including what is essential. Moriarty (1994) defines images as a visual communication known as oral language. Before photographing an image, it is necessary to evaluate specific elements, such as angle, subject composition, and light theory, which include light reflection, colour, and technical factors. Photography is a visual communication that captivates and engages the public by evoking emotions. Communication encompasses several forms of expression, including verbal, interpersonal, non-verbal, written, visual, and listening actions. Verbal communication encompasses all spoken and interpersonal language involving verbal and non-verbal cues. In the process of creating photographs, the photographer must engage with and react to the external elements present in their surroundings in order to convey specific messages. The photographer's reaction to the surrounding environment can manifest in producing photos that embody specific beliefs and expectations (Galer, 2002). The process of making images encompasses the capacity to evoke emotions and capture the essence of individuals, thereby generating lasting memories for both observers and creators. The objective and role of this picture are to immortalise a memory that can preserved for generations to come. Jamason Chen (2023).

"Fashion photography" has evolved to encompass a broader range of meanings. Nam (1998) defines fashion photography as a comprehensive medium that effectively communicates all relevant information about trends within a specific period to the general public through images. A photographer's primary mode of communication is through visual representations, employing symbols and characters that effectively convey the essence of a specific era. The editorial direction bestowed upon these influential publications guarantees that their content becomes integrated into a broader cultural continuum encompassing art, music, cinema, and design (Sloman & Blanks, 2012). In order to attain accomplishment and carry out a fashion photography session, it is imperative to acknowledge that style, culture, and art management are pivotal factors in a comprehensive and time-consuming procedure (Jo Dingemans, 1999).

2.1 Fashion and Photography

Rosetta (2010) Fashion photography showcases apparel and other fashion elements. Other times, marketing publications employ fashion photography to enlighten and depict the audience. Fashion photography's image will fade due to its goal of persuading viewers to try and purchase the goods and its promotional demands. Baron Adolphe De Meyer was American Vogue's first fashion photographer in 1913. He impressed Ann Pennington, Marilyn Miller, and Irene Castle with surreal, well-lit paintings. Famous folks from 100 years ago! No one living when these three lit up the stage could have foreseen their fast forgettability. Anna Smyrnova (2019) defines a fashion image as a photo of apparel or accessories used to chronicle or sell fashion. Fashion photography represents "stylish" lifestyles for their own sake. Fashion photography depicts apparel, accessories, and ads.

Fig. 2: Photography session in a studio.

Excellent composition and technical abilities make for excellent photos. Photography is complex and has numerous methods. Painting according to composition guidelines helps organise components and principles. However, it may restrict originality, resulting in identical photographs (Yüksel AIKGZ 2021). Photography promotes fashion, including clothing, handbags, shoes, and more. Advertising with talent or models to influence lifestyle and fashion. Studio lighting design with creativity

Each of these images designed to incorporate the visual style and techniques of fashion photography into editorial work. Employing an innovative approach to achieve photographic recognition by a fashion artist is essential for preserving the final two photos. Fashion street photography is done from the street, so the photographer must spend many hours working and studying the various processes involved in producing images. In addition to fashion designers' aesthetic elements, photographers must spend hours experimenting with light, space, people, isolation, posture, and composition (Dawson & Train, 2013). (Luis Daniel Martínez Alvarez, Gabriela Jasso González, 2021).

Fig. 3: Malaysia Fashion Week, one of the established fashion shows in Malaysia.

As a result of the fashion industry's close relationship with the media and editorial, each of which functions as a marketing channel or instrument, the culture and environment of society are susceptible to persuasion and influence. When attempting to encourage more environmentally responsible purchases, the fashion media must employ both emotional and logical arguments. Purchasing with restraint, deliberation, and simplicity must become a mainstream option society supports and contribute to consumers' increased self-assurance (Anastasia Denisova, 2021).

2.2 Stylist
Fashion "styling" involves arranging clothes and accessories in a pleasing way for exhibition or sale. Choosing other products might include modelling garments with or without a mannequin. Fashion involves trying on a wardrobe's items to get the right fit. Fashion styling includes editorial styling for periodicals, commercial styling for ads, fashion shows and events, and personal styling for clients. Wardrobe styling, fashion editing and assistance at periodicals, and personal shopping at fashion shops are all forms of fashion styling. "More and more, stylists are the eyes and ears of fashion designers, secret weapons that walk the streets to find interesting reference material, whether a colour on a vintage garment or a monograph by an unknown artist." "Stylists are increasingly the eyes and ears of fashion designers." (2021, Tamsin Blanchard) Fashion style includes editorial (for publications), commercial (for ads), fashion shows and events, and personal styling for clients.

Fig. 4: The Art Director is doing the styling.

Fashion styling referred to as wardrobe styling, fashion editing and assisting at publications (such as periodicals), and personal purchasing in stores. "Increasingly, stylists are the eyes and ears of the world's fashion designers—the secret weapon that hits the streets to find exciting reference material, whether a colour on a vintage garment or an obscure artist. (2021, Tamsin Blanchard). A proficient fashion photographer have extensive expertise about the companies and persons they engage in collaboration. Commercial

fashion photographers are familiar with the fashion house's code. When photographing a fashion editorial, they are familiar with the publication's aesthetic and styling guidelines. Perhaps most importantly, fashion photographers are aware of the current state of the fashion industry (Wintour, 2022). Anna Wintour, editor-in-chief of American Vogue and chief content officer of Condé Nast, believes that their work should reflect authentic cultural moments. However, the finest photographers can produce photographs that will remain pertinent for decades.

Regarding fashion photography, the photographer directs the model's body movements and emotions. The desired style ideas determined by the fashion concept offered for the photography session, and it is the photographer's responsibility to direct the model on how to style themselves accordingly. As per Bustamam Mokhtar (2023), most models or individuals photographed experience initial nervousness. Therefore, the photographer should instil confidence and offer guidance regarding posture, sitting position, smiling, eye contact, and occasionally incorporating props to boost confidence at the beginning of the photoshoot. He emphasised that beginners may experience nervousness and rigidity when confronting the camera for the first time, and that they need to be more assured in their movements. The photographer is responsible for supervising and managing the execution of all movements, props, and objects that the model can hold or use to bolster their confidence and inspire them to perform exceptionally well in front of the camera.

Avedon had a crucial role in establishing the creative objective and possibilities of the genre. He believed that when an emotion or truth captured in a photograph, it transforms from being objective to being subjective. There is an ongoing dispute over image errors. All photographs are accurate. None of the following claims accurately describe reality. The controversial and provocative photos of Richard Avedon questioned the photography standards of his day. Thus, Avedon helped turn photography into an art form. The artist's "Dovima with Elephants" is renowned. Harper's Bazaar's September 1955 edition included a 14-page Parisian fashion story. An elegant Dior-clad model stands elegantly close to two elephants at a circus. The artist's black-and-white portraits reveal raw emotion in a formal setting.

2.2 Advertising - Advertising Photography
Advertising is an influential communication that persuades consumers to buy certain things. This approach aims to enhance consumer awareness of items, targeting those with a significant interest in marketing matters. Market research is a methodical strategy used to determine the demand and feasibility of a product. The main goal is to assess the need for a specific product and the likelihood of consumers from a given demographic, referred to as the target group, buying it. Product development may classified into two approaches: companies that focus on the product itself and organisations that prioritise the market. Promotion is an essential element, regardless of whether the product produces physical goods for commercial reasons or not.

Advertising photography primarily aims to promote and sell certain businesses or products. Advertising agencies, design firms, or internal design teams inside organisations often commission photographs. Paul (1999) states that the main goal is to optimise the quantity of information sent inside a single picture. Williams (1989) argues that photos used in advertising sometimes need to be more cognizant of the established medium of photographic language, which is essential for successfully conveying commercial messaging (2001).

Promotional images often used for marketing particular services or goods.   Typically, organisations such as advertising agencies, design businesses, or corporate design teams affiliated with the relevant company capture the photos. As stated by Paul M. (1999), the main goal is to optimise the quantity of information communicated by a single picture. Liz W. (2001) states that anyone working in advertising needs to have a thorough knowledge of the past and present usage of photography in order to communicate commercial messages effectively. According to Gillian D.'s (1999) definition, they are advertising a particular thing or transmitting information about it. Ajay (2008) asserts that advertising offers clients and viewers a comprehensive collection of current cultural meanings. Photography may be a powerful tool for advertising products or services due to its capacity to evoke emotional responses and tap into our instinctual desires within a non-rational framework.

Photography is the primary medium for promoting items in most commercials and adverts. Utilising fashion and portrait photography with celebrity endorsements is a successful product promotion approach. In the fashion industry, designers choose visually appealing models or people with outstanding talent to successfully display and promote products infused with various concepts and themes. The approach starts by establishing a conceptual framework. I classify myself as a conceptual photographer. I want to clarify the extraordinary qualities inside the character of Art Kane, an esteemed American photographer who contributed significantly to fashion and music from the 1950s until the early 1990s. According to Gillian (1999), advertising is attracting attention or transmitting information to people. Ajay (2008) argues that advertising serves as a storehouse of current cultural meanings for consumers and viewers. Photography is an effective medium for product marketing because of its ability to evoke emotions and appeal to our desire for solitude, thereby creating an irrational framework.

Objectives
The primary goal of this study is to explore the pre- and post-production phases of the fashion photography production process from beginning to end. In addition, it will recognise the role of style and art direction in fashion photography from professionals involved in styling techniques, including photographers, art directors, fashion designers, and wardrobe crews. Furthermore, use the information from the inquiry to develop a teaching aid in fashion photography and styling.

3.0 Methodology

This research plan will use a hybrid methodology that combines positivism and interpretivism, supplemented by pragmatism, to provide answers to the problems above.   During the search and data-gathering process, many methodologies will used to examine the style phenomenon in fashion photography. The project will begin with an initial survey to gather data via interviews and observations conducted with industry experts, including photographers, fashion designers, creative directors, and makeup artists. Subsequently, the researcher will create a tool using the initial study data and collect information via focus group talks to ascertain art direction, style components, and trends. The findings of this research will provide aspiring photographers with novel data that may be analysed or used.

Quantitative techniques will used to capture and organise visual data during fashion photography research on the concept of the style process. This methodology will used to research humans in their natural environment through observations and interviews. Data will collected by professional photographers, art directors, and stylists.

This study will use a variety of methodologies from different fields of study. It will specifically concentrate on enhancing fashion photography in order to get the necessary data for research via the process of data analysis and recording. Qualitative research necessitates data, observation, and the study of documents and resources. By utilising data analysis and photographic recording, we may enhance our comprehension of enrichment processes, enabling us to discern and categorise them visually. This research investigates the techniques used by stylists, art directors, and photographers to establish the correlation between style and stance in creating superior photos.

The art director will oversee the enrichment research, while the photographer will modify it. Photographers employ various techniques to create movement and visual effects in their images. These techniques involve using specialised photographic equipment, such as cameras, lighting units, and enhancements. These enhancements contribute to the distinctiveness of the hair, face makeup, and clothing the subjects wear during a photography session. The objective of this research is to ascertain and comprehend the impact and lasting effect that photography sessions might have on the audience.

This research on the fashion photography production environment will begin with a survey of professional photographers. Using the primary study data, the researcher will construct a tool. The researcher will conduct focus group discussions to identify the creative and stylistic direction of fashion photography, followed by collecting a rigorous sample of cases. Based on the findings, a formal fashion photography program will devised for photographic professionals.
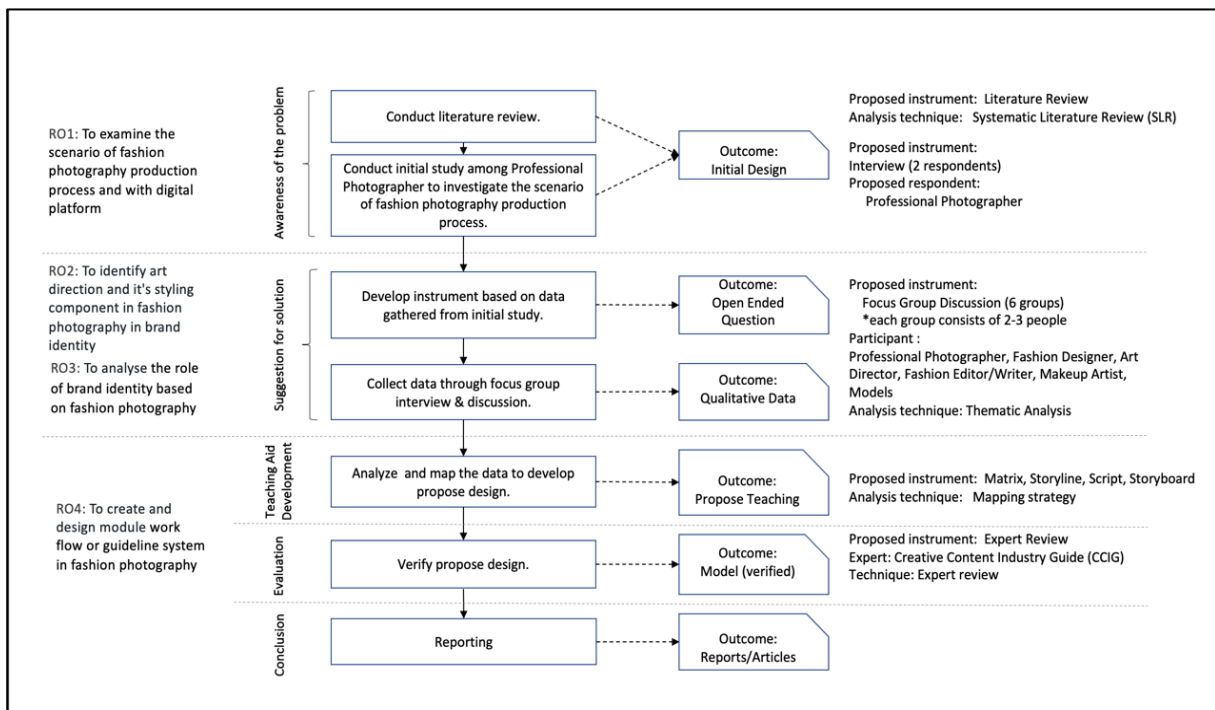

Fig 5: Research Objective.

4.0 Findings & Discussion

In this part, fashion photography picture requirements, techniques, and goals will discussed. In this part, the researcher will discuss fashion photography picture standards, methodologies, and goals. Choosing attire, lighting, stylists, hair, and makeup for the photoshoot starts the labour and movement process. The phenomenological criteria and flow of this work will be a big part of his last phase, which focuses on communication philosophy and creative creation (Flusser, 1973). According to Rosetta (2010), fashion photography involves capturing clothing or accessories on models or alone for periodicals, ads, or designer exchanges. Fashion photography seen as the end of less severe photography. Fashion pictures are the most transient because they correlate with economic acquisition. Communication is also vital, according to Frank W. (2008). Visual literacy is a robust teaching tool because visuals are quicker than words.

Fashion photography draws attention to items in advertising. Photography depicts the most beautiful and repulsive parts of culture and society, expressing and communicating fashion. Visuals in ads must understand the photographic language used to deliver commercial messages (Liz W., 2001). Professionals still generate the most innovative or original fashion photography for their initial print publication, but corporations are increasingly creating and launching Instagram ads (Sherman, 2018).

A new social media platform for fashion picture development and marketing. Photographing includes examining the scene, lighting, and subject. In studio photography, particularly fashion photography, the study is separated into many components to analyse and enhance.

The photography session presentation and idea must resonate with the audience and be simple. Initially, fashion photography intended to promote fashion. Editorial portrait photography emphasises the model's individuality, whereas fashion photography concentrates on fashion principles. Photographers must identify these two notions' roles to understand them. In an editorial portrait, the photographer controls the scene and the model's position. Controlling the subject's emotions and every inch of their body is necessary for the photography aim. In addition to manipulating photographic lighting and methods, communication in a polite way, getting to know the model in advance, and executing the photography session after interviewing and seeing numerous photographers will regulate the model's condition. Not only will they oversee photographic technicalities, but they will also regulate model conditions. Understanding how to build a connection between photographer and subject, photography flows typically within 10–20 minutes. Model comfort is essential for capturing the emotional realism of facial expressions, smiles, eye gazing, and eye movements.

According to Wei Chun (2023), an art director renowned for creating several magazine covers and commercial fashion, culture, and fashion are intricately linked and mutually dependent. Furthermore, they serve as a means of communication through verbal expression. The use of style in fashion photography can exert influence on the viewer. The process of making images encompasses the capacity to evoke emotions and capture the essence of individuals, generating lasting impressions for both observers and creators. According to Jamason Chen (2023), the purpose and duty of this photograph are to immortalise a memory that will remembered forever. When creating a picture, the photographer carefully examines and conceptualises the image in their head, capturing it in a way that may be preserved indefinitely as a captivating memory. The first cognitive process includes the soul and the thinking mind, using actions that primarily rely on visual perception. These actions are conceptualised in the mind as ideas and then translated into visual representations using specific tools or techniques. Taking images and generating pictures are distinct procedures that have significant implications capable of influencing an individual's mindset.

5.0 Conclusion& Recommendations

In this section, the researcher will describe the findings gathered from interviews with professional photographers, creative directors, stylists, hairdressers, makeup artists, and fashion editors regarding image development for photography sessions based on particular concepts and themes. Participants will questioned about the task and their contribution to the photo session. Photography may be profitable if the photographer does it consistently or part-time. Regular photographers need monthly revenue to cover opex and capex costs such as personnel wages, facility upkeep, electricity, and photographic equipment. Part-time photographers operate in compact spaces with low opex and capex. Photographers may make money in any way, depending on their business. The process of determining sales pricing closely intertwined with ordinary activities in daily life. The concept of pricing often used to produce a profit. Several studies (Peneaws & Kidwell, 2012; Pal et al., 2012; Pandey et al., 2017) provide empirical support for the conventional notion of selling price. Besides pursuing material profit via cost-oriented strategies, sales prices also influenced by non-material values (Ameliah & Sugianto, 2018; Ellstrom & Larsson, 2017). An interview with photographer Ronmad (2023) revealed that a photography production requires a strong team of photographers, stylists, and creative directors who can generate various ideas and work moves.

The distribution of management and labor movements in photography studio production must optimised for optimal output. According to Hafiz Ismail (2023), the use of artificial intelligence (AI) elements enhances and accelerates the reference visual processing prior to the production of a photographic image with original emotive elements by augmenting the model with real-world situations. As a result, providing information to the public about the development of fashion photography and the function of the concept of style in the production of fashion photography allows for a thorough study of photography production activities. The results of this research have the potential to lead to the direction of high-quality style and fashion photography, as well as a person who participates in the process that photography practitioners can practice to improve their capabilities and work efficiency. In addition, practitioners involved in the production of fashion photography will benefit from the modules and tips.

Acknowledgement

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