

Visual Effects of Photography in Advertising

Priyavrat

PGT Fine Arts

GSSS Baund Kalan

Abstract : Photos have been used in advertisements for years. Photographs play an important role in advertising and marketing because they can tell a story. Nowadays, consumers are very visual - therefore, only images that stand out can really capture their attention. Photography is believed to have many effects on advertising efforts. To discuss this topic, this paper will: trace the development of photography on advertising; discuss the positive effects of photography on advertising; and discuss the negative effects of photography on advertising. A summary of the key points discussed will be given in the last part of the paper. Some suggestions will also be included in the conclusion.

Key Words: *Advertisements, Business, Consumers Marketing ,Photography, Positive*

Introduction

A few years after the photographic process was announced in Paris, a London magazine read, "Photography is a young art, but from its present aspect we can judge what power it will have in its maturity." Throughout its long history, advertising has continually evolved to innovate and continue to adapt. The journey from papyrus to stone tablets to today's targeted advertising on billboards, radio, television and the Internet has been an interesting one. Until the 18th century, advertisements were largely dominated by artist illustrations to give the viewer an idea of the product. This continued until the camera changed the face of advertising forever.

The Evolution Of Photography Advertising

At first, consumers did not seem to have the explanatory qualities of photographs, as business men used photography as a way of educating consumers on the benefits of their product. However, in the early 20th century some advertising psychologists found that consumers were open to the offer . As a result, these psychologists provided support for an innovative and thought-provoking advertising strategy. At the same time, trained photographers of the time added specialists, including: art managers, copywriters, psychologists and account managers to serve as the agency's staff. Photography art managers typically created and embellished images with this novel and suggestive advertising tactic. In the 1920s, the advertising industry grew rapidly as a result of a vibrant economy, and national distribution of goods increased from 15 to

80 percent in the 1930s . After World War I, the advertising business became increasingly professional, with novel art managers setting up specialized organizations. Significantly, the New York Art Directors Club, which was founded in the first half of the 20th century, began to support shows and magazines, thus setting a model for similar clubs globally. The incredible market for advertising photography offered opportunities for photographers with diverse artistic inclinations.

In the late 20th century, contemporary photography advertising, in particular, emerged as an appropriate representation of vulnerable people in the context of contemporary styles and trends. Contributions by Arthur Wesley Dow, who advocated an autonomous model of art appreciation and urged the relevance of fine arts principles to industrial and commercial design, were eclectic. Photographers adopted a contemporary style derived from tilted vantage points, tonal disparities, and additional geometric works of art, which sharpened the focus that had subjected advertising photography. The photography advertising industry developed with a wide range of clients, dealing with beauty products, packaged foods, cars, jewelry, soaps, and so on .By the turn of the 20th century, virtually all visual advertising was photographed (. Since then, photographers have worked closely with art directors to help suggest photographic interpretations to convey the right message to the audience. At present, in the 21st century, digital photography has brought spectacular effects that make advertising more attractive, making the public more prosperous to buy products.

Advantage of photography in advertising

Photography documenting your journey through life from your childhood photos to your baby photos to your grandkids photos. From the first smile to the first step to the first date, life can be documented and preserved. Photography captures personal communications that would otherwise be lost forever. Advertising efforts are usually enhanced through photography as photographs give a stereotypical picture of the product in the form of images, thereby creating a positive perception of the product. The use of photographs in advertising has the potential to: easily persuade customers, improve visual perception, create a sense of humor, and change product perception. A study by Ready suggests that the use of photographs influences advertising by giving a clearly understandable image, which is interpreted in a personally expressive style that contrasts with the soft-focus and fine-art style of photography. is the opposite. Many companies have shown a tremendous increase in sales from the use of photography in advertising, as it helps persuade consumers to buy products. The amount of money allocated to advertising through photography has increased significantly due to the increase in sales volume of the advertised products over time.

As a result, the development of photography advertising has seen a number of institutional structures, with new societies and publications being established. The photography boasts the sophistication that typically typifies advertisements, for example where symbols of women, men and children are employed to portray conformist sexual roles. It influences the customers to believe in the products. Photography advertising brings new concepts to create products that appeal to consumers, especially with the use of digital cameras. Remarkably, modern capitalist societies have invented the digital camera, which has proved an important tool for producers of consumer goods . Camera images enable consumers to visualize the reality that they are attracted to in advertisements and believe in the advertised products. With new faces and styles constantly emerging, there is an ever-increasing demand for advertising through photography. Information that enables consumers to learn more about a product, especially through advertising campaigns that are very common in everyday advertisements.

Photography advertising has the ability to transmit joy and humor which is conducive to consumerism as it increases the amount of sales. Most advertising agencies, clients and magazine editors eagerly seek work designed by professional photographers for quality reasons. Photography engages consumers through the sense of humor, creativity, and innovation that has been featured in classic advertisements. Photography remains the dominant advertising medium. Recent research on advertising photography has helped create a clearer notion of diversity within contemporary photography . Photography designers make ad clips as attractive as possible to ensure that consumers get a more attractive picture of the products. Advertisements for certain products which are used in daily life help in creating awareness about the existence of goods and services.

Disadvantage of photography in advertising

One drawback of photography advertising is that it turns models into objects, as they are usually trained to portray certain exotic behaviors. According to a 2005 study by Ingle Due, photographic advertising turns people into objects with the intention of representing them .

Since advertising patterns are usually created by advertising agencies, photographic illustrations contain subjects that are of interest to most humans. As a result, photography advertisements have created a fear of overt images of distressing children being widely available. Photography advertising provides access to pornographic images that can spoil the moral values of the younger generation and negatively impact the society. Thus parents and other stakeholders need to be counseled about certain advertisements appearing in the media to their children. A 1973 study by Radi indicated that photographic advertisements showing images of war and pornography created a poor impression of the product or service, especially for women and children .

Conclusion :

In conclusion, the use of photography in advertising has both advantage and Disadvantage. However, the advantage outweigh the Disadvantage. Photography ads are more profitable in marketing existing and new products. The use of photographs in advertising has the potential to: easily persuade customers, improve visual perception, create a sense of humor, and change product perception. Photography engages consumers through the sense of humor, creativity, and innovation that has been featured in classic advertisements. Advertising helps in creating awareness about the existence of goods and services through pictures of certain products used in daily life. Photography as a method of advertising gives a set of correct visual expression of the product through soft focus, dramatic lighting, heavy retouching and print combination. Many companies have shown a tremendous increase in sales from the use of photography in advertising, as it persuades consumers to buy the product. In contrast, the use of photography in advertising has raised concerns about disturbing direct images being made widely available to children. Models are also regarded as commodities, as they are usually trained to depict certain exotic behaviors. Finally, it is important for designers to ensure that the quality ads produced for each product are properly designed to serve the right purpose while making a positive impact on all consumers of all ages and genders. This can be achieved by taking great care in designing advertisements to ensure that negative characteristics such as obscenity and violent acts are not present in the advertisement. It will also protect the rights of children to pornographic material.

References :-

- Childers, T. L. and Houston, M. J. (1984). Conditions for a picture-superiority effect on consumer memory. *Journal of Consumer Research*, 11, 643-654.
- DeRosia, E. D. (2008). The effectiveness of nonverbal symbolic signs and metaphors in advertisements: An experimental inquiry. *Psychology and Marketing*, 25, 298-316.
- Edell, J. A. and Staelin, R. (1983). The information processing of pictures in print advertisements. *Journal of Consumer Research*, 10, 45-61.
- Hagtvedt, H. and Patrick, V.M. (2008), "Art Infusion: The Influence of Visual Art on the Perception and Evaluation of Consumer Products," *Journal of Marketing Research*, 45 (June), 379-89.
- Moriarty, S. E. (1987). A content analysis of visuals used in print media advertising. *Journalism & Mass Communication Quarterly*, 64, 550-554.
- Richards, J. I. and Curran, C. M. (2002). Oracles on 'advertising': Searching for a definition. *Journal of Advertising* 31(2), 63-77.
- Rossiter J.R. and Percy L. (1983). Visual communication in advertising. In Harris, R.J. (ed.) *Information Processing Research in Advertising*, 83-125.

Hillsdale, NJ: Lawrence Erlbaum Associates. Scott, L. M. and Vargas, P. (2007). Writing with pictures: Toward a unifying theory of consumer response to images. *Journal of Consumer Research*, 34, 341-356.

