

SUMMARY

Graduation qualification work:
"Technology of production of fashion photography"
Author: Konovalova E. D.
Scientific adviser: candidate of pedagogical sciences.
Associate professor S.N. Gikis
Customer: Individual Entrepreneur Konovalov D. V.
Pages. 50, application. 3, bibliographical names. 93

Key words: fashion-photography, media space, mass communication media, fashion-project, glossy magazines, "Vogue".

Relevance of research. In modern society, photography affects all areas of human life—from billboards, photo exhibitions to glossy magazines. To create high-quality images, you need professionalism, skill and life experience. To work successfully in this genre, you need to have extensive theoretical knowledge, including the history of the development of photography in various areas of fine art, and the technology of the shooting process.

Currently, the direction of fashion-photography is clearly form in the art of photography that captures the atmosphere of the time, style and mood of the era. Photos in the fashion style can be understood in narrow sense—pictures of fashion shows, backstage, presentations of clothing and accessories of fashion houses, and in a broad sense—the glamour present in glossy photography. The phenomenon of fashion photography is regard as an integral part of material culture. Fashion-photography is in demand by the time, relevant. Fashion photography has the most important principle of photography – a complete study of the image, built not only on the general perception of the model, but also on its details. The topic of the final qualification work is relevant, and the study of the process of developing fashion photography is interesting. In this regard, it seems relevant to analyze the domestic and foreign experience of creating fashion photography, as well as to develop the concept of creating fashion photography.

Target of research is to develop the conceptual positions of fashion photography as a basis for creating a fashion project.

Objectives of the research:

- track the stages of the formation and development of photography;
- determine the place of fashion photography in the system of mass communication;
- analyze the domestic and foreign experience of creating fashion photography (for example, the covers of glossy publications);
- develop the concept of fashion photography for the fashion project "Alone with Nature".

Theoretical and practical relevance of research.

The theoretical significance of the work lies in the systematization of materials devoted to the history and development of photography, highlighting the place of fashion photography in the system of mass communication. The practical significance of the research consists in the development of a project study that can be use in the activities of practicing photographers, teachers and students of the direction of "Media Communications" and "Journalism".

Result of research was fashion-photos, and a description of the three stages of their creation: pre-production, production and post-production. The first stage involves the development of the concept of shooting, which is reflect in the mood board. The production stage includes the production of photographs, based on the concept that was thought out earlier. The post-production stage includes color correction and photo retouching.

Recommendations. Sequential following recommendations presented in the second chapter will help you create your own fashion photos.