

3,000 Word Essay: CONTRASTS

'Contrasts' is an interesting topic to study for photography. Unlike *Multiple Imagery* or *Fashion Photography*, 'Contrasts' is not a specific genre or technique associated with photography; it is "the state of being strikingly different from something else, typically something in juxtaposition or close association" or, in terms of photography, it is "the relative difference between light and dark areas of a print or negative."¹ A theme of *Contrasts* in photography can be explored in a variety of means; it is all down to the imagination and creativity of the photographer and being able to justify an idea or development. The theme of *Contrasts* can also come from the simple ideas of 'opposites' or 'differences' most children are exposed to in primary education – the two different sides to something and juxtaposing them, they can be as simple as short and tall, fat and thin, boy and girl. The theme of 'Contrasts' is not just an important topic in photography, but in society too. Without contrasts in our everyday day-to-day life, everything, or everyone, would be the same – life would be much more boring and unoriginal without them. For example, in terms of colour, if there was no contrast in the world, everything would look the same colour and nobody would be able to see anything as the colours would just blur together. In terms of people, everyone will be the same – it will be like everyone is mass-produced, just like robots – either we'll be all male or all female; we'll look identical in terms of weight, height, shape etc. and nobody will be able to express emotions because there would be no difference between happy or sad. Without contrasts, there is no diversification, and diversification is essential for us in this day-and-age, otherwise we wouldn't know how to interact properly with people and we wouldn't learn about the world we live in and the different cultures that surround us.

Whilst exploring the topic/theme of *Contrasts*, from a photographic point of view, this can take on a variety of forms. For example, with *fashion photography*, the idea of contrasts might be looked at by researching the very origins of *fashion photography* in up-market fashion magazines and brands such as Vogue, Chanel and Dior, where all images would have been processed in black and white – the most basic contrast widely used within photography. Or alternatively, the physical content could be contrasted, such as male and female fashion, someone wearing a purple dress with bold yellow makeup, vintage fashion and modern fashion etc. With *fashion photography* in mind, contrasts are important to make the actual image more vibrant, or more eye-catching, often encoding specific messages or meanings, to encourage purchases of that particular fashion, product or brand.

Landscape photography is also often very reliant on the theme of contrasts, whether the images are in black or white or in full colour. Black and white, a very common contrast technique, will be used more for architectural work, or dramatic scenery to make the landscape have a certain mood or tone. More modern landscape photographers may alternatively use a technique known as HDR (high-dynamic range) photography. *HDR photography* is used to "capture a greater dynamic range – the between lightest and darkest areas of an image than current standard digital imaging methods or photographic methods."² Although not technically a method of enhancing the contrast within an image, it does increase the contrast between the dark and light areas, like stated above, which would be important to any photographer, let alone landscape photographers as it adds mood and tone to any photo, making it much more appealing and eye-catching, thus helping to sell more of that particular image whether it be used as part of an advertising campaign, within a book, or just a simple print or canvas. It becomes more important to study the art of

¹<http://dictionary.reference.com/browse/contrast>

²http://en.wikipedia.org/wiki/High-dynamic-range_imaging

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