

Study on the Posture and Modeling of Models in Fashion Photography

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Abstract

As a kind of visual art, the core of fashion photography is to capture the dynamic and static beauty of clothing, and to convey the design concept and cultural emotion of clothing through the pose of models. The application of posture modeling in fashion photography not only shows the aesthetic characteristics of clothing, but also enhances the brand identity, reflects the brand style and culture, and attracts the audience's attention and arouses interest. The pose of the model is closely linked to the style of the clothing, through the careful design of the body line, the sense of space and visual focus, to create a variety of expressions. In practice, models need to have a symmetrical body shape, natural and vivid facial expressions, the ability to quickly understand the photographer's intentions, smooth and natural movement transitions, and emotional expression that matches the style of clothing. These factors work together, making fashion photography not only lead the trend, but also become an important medium of fashion culture communication. Through pose modeling, the role of models in fashion photography is not only limited to displaying clothes, but also to giving clothes unique vitality and story through personalized interpretation, so as to build a strong brand image in the fashion industry.

Keywords

Fashion Photography; Posture Modeling; Clothing Style.

1. Introduction

In the fashion industry, fashion photography is not only a means to capture the aesthetics of clothing, but also an important medium for the dissemination of fashion culture. In today's booming fashion industry, fashion photography plays an increasingly important role in shaping brand image and guiding trends. However, the appeal of photography is not only the beautiful clothing, but also the pose and body of the model. Through meticulous body language and delicate emotional expression, it not only conveys the concept of fashion, but also strengthens the brand's identity, showing its unique style and profound cultural heritage. At the same time, the wonderful performance caught the audience's attention and aroused their interest and passion. In response to this situation, this paper examines the use of model forms in fashion photography and their profound impact on branding. This article focuses on how the model's body form is skillfully integrated with the clothing style to form a colorful visual expression. Combined with case studies, this paper reveals the influence mechanism of model body shape on the communication of fashion culture, and deepens the understanding of the fashion industry. The purpose of this paper is to show that in the fierce market competition, clothing brands have an increasing demand for unique visual arts, and body posture is an important part of it. Through the systematic study of the model's posture and modeling, it can provide strategic guidance for fashion brands and help them stand out in the fierce market competition.

2. An overview of fashion photography and posing

2.1. Overview of Fashion Photography

As a unique art form, fashion photography not only records the evolution of fashion, but also serves as an important medium for the dissemination of fashion culture. In the professional field, Wang Ziqi (2023) pointed out that the word "Fashion" can be broken down into "shi" and "shang" in Chinese, representing the popular aesthetic and high taste of a specific time. In English, "Fashion" is defined as "popular aesthetic expression at a certain time and in a certain context", that is, the popular aesthetic expression in a specific time and context [1]. Through the photographer's perspective, this art form mainly translates the creativity and ideas of fashion designers into visually striking images, so as to set trends and influence the public's perception of fashion.

The core of fashion photography is to capture the dynamic and static beauty of clothing, and to show the design form and structural characteristics of clothing. It requires photographers to not only master photographic techniques, but also to have artistic creativity and fashion sensitivity [2]. Historically, great photographers such as Cecil Beaton and Erwin Blumenfeld have taken fashion photography to the next level by reinventing it. Beaton, with his dramatic costumes and props, creates gorgeous scenes (fig. 1), while Blumenfeld brings unprecedented visual impact to fashion photography with its innovative technical means, such as multiple exposures and montage stitching (fig. 2). Richard Avedon has transformed the face of fashion photography with his exploration of the emotion and energy of the model, making it more vivid and energetic (Fig. 3). The work of these great photographers not only set fashion trends at the time, but is still regarded as a classic of fashion photography even decades later.

Fashion photography is very practical, and it requires photographers to master basic photography skills and choose the right shooting techniques according to different outfits and occasions. For example, the teaching of the "Fashion Photography" course mentions that the course is mainly to train students' aesthetic observation ability, professional design ability and creative thinking ability, and only through practical shooting can students improve their photography skills.



Fig.1 Cecil Beaton's photographic work



Fig.2 Erwin Blumenfeld fashion photography



Fig.3 Richard Avedon's photograph

2.2. Overview of posture styling

Gestures not only show the design philosophy and details of the garment, but also convey the culture and emotions contained in the garment. The use of posture modeling needs to be carefully designed in combination with the model's body shape, the style of the clothing, and the subject of the photography. Zhao Zimo (2020) said that in fashion photography, terms such as "body line", "sense of space", and "visual focus" are all concepts that are often mentioned [3]. In the historical development of fashion photography, gesture modeling has undergone an evolution from classical to modern, constantly absorbing new artistic genres and cultural elements, and forming a variety of expressions.

In early fashion photography, posture and modeling often pursued an aesthetic expression of a painterly style, with the model's posture and expression appearing rich and elegant, and the overall picture was elegant and delicate, full of nostalgia (Figure 4). Over time, fashion photography began to lean towards modern consciousness and more natural expressions. The collision of surrealism and realism brought a new visual impact to fashion photography, with photographers such as Horst Paul and Cecil Beaton using montage techniques and the influence of surrealist painting to create fashion photography with unfathomable beauty (fig. 5).

In the middle of the 20th century, the posture and styling of fashion photography began to pay more attention to naturalism, and the posture and expression of models became more natural, which marked a revolution in the concept and technology of fashion photography. Photographers such as Martin Mancasi have incorporated the realism of photojournalism into fashion photography, taking models outdoors to take pictures and give them a vibrant, dynamic look.

In the 70s and 80s, the posture and shape of fashion photography showed the characteristics of diversification, and artistic trends, technological developments, and social topics all had an impact on fashion photography. Photographers such as Nick Knight use digital imaging technology to provide a broader space for the creation of fashion photography, transforming fashion photography from still images to moving images (Figure 6).



Fig.4 Mink Knight's "Susie Smoking the Smoker"



Fig.5 Horst Paul's Helen Bennet



Fig.6 Nick Knight's "Lightning Dance"

3. Analysis of the model's posture in fashion photography

3.1. Body part posture modeling

1. Detailing facial expressions

For example, for high-end and elegant clothing, the model needs to show a calm and confident expression (Figure 7), high-end clothing tends to use more restrained and simple expressions, in order to emphasize the exquisite craftsmanship and unique design of the clothing, which can be achieved through the firmness of the eyes, the restraint of the smile and the moderate control of the overall facial muscles; For passionate and energetic casual clothing, it is necessary to show a relaxed and energetic facial expression (see Figure 8 for details), in this case, the model needs to show a brighter smile, the vitality of the eyes and the natural facial expression, which can better show the casual and casual characteristics of the clothing, so that the audience can feel the comfort and freedom brought by the clothing.

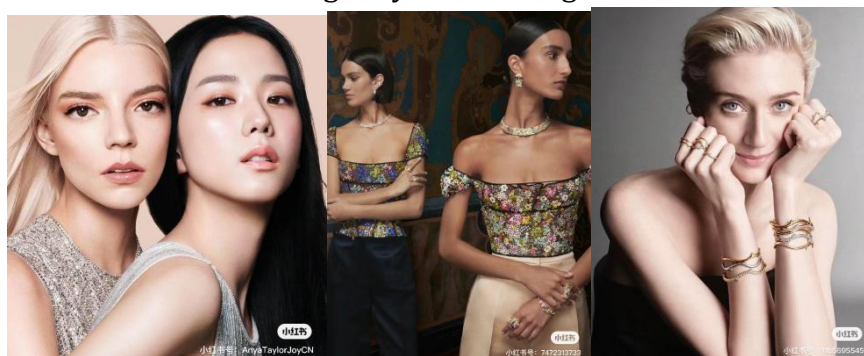


Figure 7 Dior promotional image



Figure 8 Gucci promotional image

In fashion photography, the detailing of facial expressions is the first step in shaping the emotional level of the work, and "micro-expressions" refer to those imperceptible transient facial movements, which can reveal the immediate emotions of the model, bringing a sense of realism to the fashion photography work that is difficult to replicate. During the shoot, the photographer will carefully guide the model to control the facial muscles and accurately capture these subtle changes in expression, thereby enhancing the expressiveness of the photo [4]. In order to mobilize the expressiveness of the model and make the model enter the shooting state at the earliest, the photographer will play music to drive the atmosphere of the scene to promote the expressiveness of the model.

In the process of photography, it is also important to use light and light to express the emotions of the characters. To achieve the desired emotional effect, the photographer must adjust the direction and intensity of the light. For example, using darker light to highlight the softness and details of the face, and using stronger side light, can create strong contrasts that accentuate specific emotions. Using this light, the photographer was able to give the model a greater sense of dimension [5].

2.Hand gestures and the display of accessories

In fashion photography, hand movement and matching are an integral part of the overall look, and play a crucial role in the style and detail of the garment. Zhang Ning (2017) believes that the movement of the hand is not only a posture of the model's arms, but also a wordless expression that can convey the unique atmosphere and emotions of the garment. For example, the ease of arm drooping can create a casual atmosphere, which is often used to convey casual, relaxed clothing styles, such as casual weekend wear and vacation-style clothing [6]. With this gesture, the model looks more natural and unpretentious, thus emphasizing the comfort of the garment. In addition, the gentle touch of the fingers on the fabric can effectively guide the viewer's attention, this subtle movement can not only attract the viewer's attention, but also highlight the texture and design details of the garment.

A look at Lisa Fonssagrives-Penn's career reveals that she has mastered how to enhance the expressiveness of photographs through hand gestures through a combination of dance movements and the observation of works of art. Her success story illustrates how even the smallest hand movements can be an important tool for conveying emotion and style (Figures 2-3).



Fig.9 Lisa Fonssagrives-Penn

The display of accessories needs to be coordinated with the clothing and hand gestures to enhance the visual effect. From delicate bracelets and rings to bold gloves and watches, every accessory should match the style and color of the garment to create a harmonious overall image. Zheng Tianqi (2017) said that in actual shooting, photographers will habitually use composition and light to emphasize the details of the hands and accessories, and enhance the three-dimensional sense and visual impact of the accessories through different angles and shadow effects [7].

3..Changes in leg lines and posture

In fashion photography, changes in body lines and postures are the key to revealing the characteristics of the garment and enhancing the dynamic effect of the work. When the model poses in various poses, it can not only show the beauty of the curves of the clothes, but also convey a certain mood and temperament. As you can see in Figure 10, you can stretch your legs apart or cross them together while standing, creating a variety of visual effects. For example, one foot is slightly straightened and the other foot acts as the center of gravity, which reflects both the flexibility of the garment and the balance of the model. The overlapping legs not only accentuate the lines of the garment, but also create a sense of movement and make the photo more dynamic. Sitting also shows off your legs well. When sitting, the legs are perpendicular to the frame, making the legs more slender; The legs are slightly bent to enhance the sense of three-dimensionality and depth of the picture.

Sitting is also an effective way to show off your leg line. In a seated position, the legs and the camera remain vertical to better represent the length of the legs, while the bending and tilting of the legs adds dimension and depth to the photo. Mao Tingting (2016) said that photographers use different lights and angles to emphasize the lines and postures of the legs in actual shooting. The soft scattered light can truly express the texture of the fabric, and the change of angle can create a three-dimensional sense of shape and line, so that the light-receiving part and the backlit part can be richly shaded [8]. The leg posture should be designed to complement the style of the garment. For example, a long skirt can change the standing posture to show off the sexy curves of the dress. In casual clothing, dynamic postures can be adopted to express the casualness and freedom of clothing.

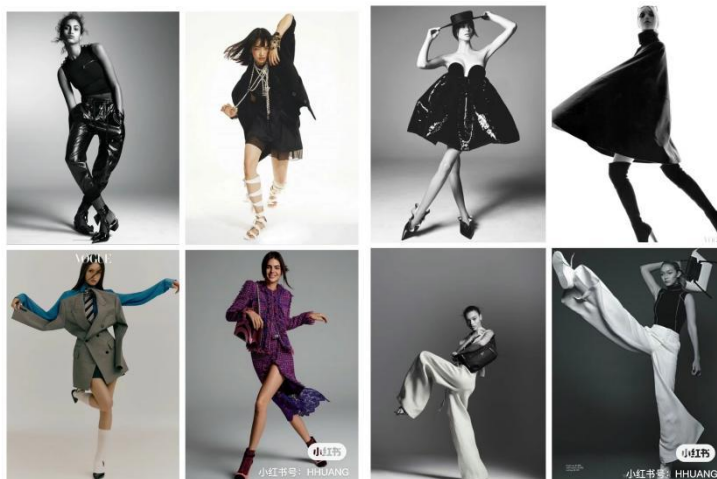


Fig.10 Picture of the model's legs

3.2. Duo and multi-person combination styling

1. Eye contact and physical contact in pairs

Eye contact is the most important element of a duo look. The gaze of the two models can sense each other, and if the two models look in different directions, a completely different sensation will be generated. As shown in Figure 11, both models look directly at the camera, allowing them to focus on the viewer's visual center. Physical contact and the use of props add another layer of interactivity and realism to the duo. Slight touches, such as holding hands and shoulders and leaning on chairs, show a tacit cooperation between the figures^[9].

Eye contact and physical contact in duo poses can also affect the viewer's perception of the costume. Images with models wearing upper bodies are more likely to attract attention than images with only clothes, and can make the viewer remember the details and design features of the clothes.



Figure 11 Double-person combo diagram

2. Visual layout of multiplayer combinations

The visual layout of the multi-person group requires the photographer to not only capture the unique temperament of each model, but also to create a harmonious and layered collective image. This layout often involves a careful arrangement of space, light, color, and the model's pose.

Space utilization is the key to the visual layout of multi-person combinations. During the shoot, the photographer must position the model in the shot appropriately so that it does not appear too compact or spread out too much, and the proportions of the frame are not out of balance. Therefore, it is a common shooting technique to use the "triangle" rule to enhance the stability and harmony of the image in multiple models.

As you can see in Figure 12, the model is dispersed at the vertices of the triangle, creating a visual coordination. [10] The combination of colors is also a very important factor in the visual arrangement. The coordination of colors in the picture can both affect the quality of the work and attract the attention of the viewer. As shown in Figure 13, in a multiplayer group, you can choose contrasting colors or same-color clothing combinations to increase or decrease the visual impact. If all the models are wearing contrasting color clothing, the visual contrast between them can be enhanced and the picture will be more layered; Conversely, if all the models are wearing a matching outfit, it can show the overall coordination of the look.



Fig.12 Triangular composition



Figure 13 Multiplayer combination chart

3.Scene integration of team modeling

In fashion photography, the scene fusion of the team's styling is a process that integrates the model, the garment and the shooting environment, mainly to highlight the characteristics of the garment and the image of the brand. A fitting scene can enhance the presentation of the costume and also set the tone for the overall piece. For example, choosing an industrial-style warehouse as a shooting location can create a strong contrast with the modern, avant-garde clothing design, thus highlighting the modernity and design of the clothing. In addition, elements such as textures, colors, and lighting in a scene can affect the final visual effect. For example, rough brick walls can add a raw and rebellious feel to street-style clothing shoots, while sleek metal reflects light, bringing a modern and technological feel to high-end fashion looks[11].

In team styling for fashion photography, color coordination between scenes and garments is key to building visual appeal. By applying color theory, such as complementary and similar colors and the principle of trichromatic matching, photographers are able to create visual contrast through warm-toned clothing in cool scenes, attracting the viewer's eye while highlighting the color characteristics of the garment. In addition, the clever use of props not only enhances the realism of the scene, but also interacts with the costumes and enriches the visual layer, such as when shooting vacation-style costumes at the beach, you can use props

such as beach chairs and parasols, which not only coordinate with the scene, but also echo the style of the costume.



Fig.14 Scene fusion of team modeling

4. The application of human body line shape in posture modeling

4.1. I-shaped posture modeling



Fig.15 I-type posture modeling

The I-shape shape is arranged in a straight line on the model's body to create a visual effect similar to the letter "I". This gesture is characterized by the simplicity and symmetry of its straight lines, which can create a formal, professional atmosphere, especially suitable for showcasing formal wear or emphasizing the vertical lines of clothing. In the "I-Pose modeling", as shown in Figure 15, the model's head, torso, and legs are kept in a straight line, reducing the curves of the body and thus enhancing the visual effect of vertical lines. This stance not only enhances the model's sense of height and makes the model look more slender, but also conveys a sense of strength and confidence, which is suitable for expressing strong personalities and strong designs of clothing.

4.2. C-shaped posture modeling



Fig.16 C-shaped posture modeling

C-posture is when the model forms a curve similar to the letter "C" through the bending of the body. This gesture is characterized by its soft curves and dynamic fluidity, which is able to highlight the fluidity of the garment and the elegance of the model. Looking at Figure 16, the model's torso is the key to the formation of a C-shaped curve, usually achieved by bending sideways or twisting, which not only adds to the dynamics of the photograph, but also shows off the cut and streamlined design of the garment. In the C-pose, the model's legs and arms are also involved in creating an overall curvilinear effect. For example, one leg can be slightly bent while the other leg is used as a support, and the arm can hang naturally or caress the body gently to enhance the overall sense of harmony. In addition, a slight tilt of the head can add elegance to the C-shaped posture, while also directing the viewer's gaze and increasing the attractiveness of the photo.

So judging by the model in the picture, the C-shape is especially suitable for showing clothes with flowing hems or soft fabrics, because the curvature of the body allows the flow of the garment to be fully displayed.

4.3. S-shaped posture modeling



Fig.17 S-shaped stance

The S-shape is the most feminine pose of the model, which forms a smooth S-shaped line through the curvature of the body, which can significantly highlight the curves of the model's body, especially the waist and hips. As shown in Figure 17, in the S-shaped pose, the model's legs and arms should be added to the overall curve, for example, the feet are separated, one foot is slightly bent at the knee, the weight is placed on the other foot, the toes are slightly forward, and the hands are placed on the waist to increase the sense of line of the overall shape. In addition, the slight tilt of the head and the direction of the gaze can guide the gaze and increase the attractiveness of the photo. The model's gaze can be either directly at the camera or into the distance, adjusted to the emotion and atmosphere that the photographer wants to convey. The S-shape is elegant, sensual, and is particularly suitable for showing off garments that emphasize the curves of the body, as in Figure 17, the model's bodysuit dress. The curvature of the body allows the contours and lines of the garment to be fully revealed.

4.4. A-shaped posture modeling

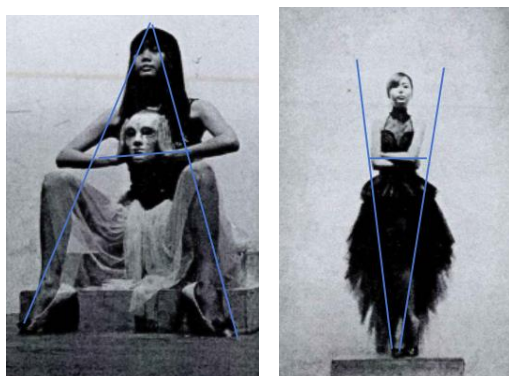


Fig.18. A-shaped posture modeling

The A-pose shape injects a sense of movement and dynamism into the photo through the stretching and angular changes of the model's body. This gesture not only emphasizes the beauty of the lines and the dynamic nature of the garment, especially for the streamlined design, but also shows the balance and elegance of the model. In Figure 18, the model is seated with her legs outstretched and her hands holding the mask, which can be connected to the head in a structure similar to the letter "A", which reflects the layered beauty of the garment. For example, adding tassels, mesh, and other elements to the design of a garment can create a dynamic and ethereal visual effect, showing the lightness and thinness of the garment from the front.

4.5. Z-shaped posture modeling

	锐角	钝角	直角
锐角			
钝角			
直角			

Fig.19. Z-profile combination

In the field of fashion photography, the "Z-Pose Shape" creates a sharp "Z" shape by subtly adjusting the angles of the two key parts of the model's body, the hips and knees. This shape is not only three-dimensional in the photographic work, but also clearly recognizable on the two-dimensional plane. By varying these angles, the photographer can explore multiple pose combinations to form nine basic "Z" poses (Figure 19), which visually produce a striking dynamic effect that impresses the viewer.

The three key lines of the "Z-Pose Shape" (upper body, thigh, and calf line) are combined with other visual elements in photography to work together on the overall expressiveness of the work. In this shape, the extension of the arms and the curve of the body make the whole posture more harmonious.



Fig.20 Z-shaped posture modeling

In Figure 20, you can see that the model uses various parts of the body (hips, knees, arms, and head) to construct this unique pose, provided that the model has good body balance control. In this pose, the angle formed by the model's hips and knees is key, and they work together to form the two vertices of the "Z".

5. Reflections on the Posture and Modeling of Models in Fashion Photography

5.1. Requirements for models in fashion shooting

1. Shapely body shape and height advantage

After observing a large number of pictures of models, it was found that the body shape and height of the models directly affect the display effect of the clothing and the visual experience of the audience. The uniform height standard for some international fashion models to perform is usually 1.78 meters, and Italy sometimes requires 1.80 meters. This height requirement ensures that models look their best on the runway and makes it easier for fashion designers to express their design ideas.

In addition to height, the size of the model's measurements is also an important consideration. The ideal measurements are 90cm for the bust, 60cm for the waist, and 90cm for the hips. However, these size standards will be adjusted according to the characteristics of people in different countries and regions. For example, for Chinese models, the standard size of the three measurements is generally 84cm for the bust, 61cm for the waist, and 90cm for the hips. In addition, the ratio of the model's head to the whole body, the ratio of the length of the upper body to the lower body, the shape of the legs, and the shape of the face are also important criteria for evaluating whether the model is suitable for fashion photography.

2. Natural and vivid facial expressions

By looking at the pictures, it is concluded that a natural and vivid facial expression can enhance the storytelling of the photo, make the audience resonate, and thus enhance the appeal of the garment. Facial expressions can be divided into two types: "hot expression" and "cold expression" [14]. Hot expressions are usually the pleasant expressions of a smile on the face, and are suitable for casual and sportswear casual fashion shows to create an intimate and joyful atmosphere. A cold expression is also an expression that is naturally maintained by the facial muscles and has a slight feeling of tightness. It is suitable for trendy fashion with a strong sense of design. [15]



Figure 21: Natural and vivid facial expressions

3. Quickly understand and present the photographer's intentions

Not only does the model need to show off the outward beauty of the garment, but they also need to be able to quickly understand and present the photographer's creative intentions. Models need to react quickly to the instructions proposed by the photographer, which involves the model's understanding of the language of fashion photography, including the perception of photographic elements such as light, angle, composition, etc. Models should also have a deep understanding of the design details, style characteristics, and emotions to convey in order to accurately express the meaning of the garment in the shoot.

4. Smooth and natural movement transitions

Fluid, natural transitions not only showcase the diversity and dynamic beauty of the garment, but also enhance the ornamental and artistic expression of the photo. The model needs to switch from one pose to another in a short period of time, according to the photographer's instructions, which requires good body coordination, rhythm and improvisational ability.

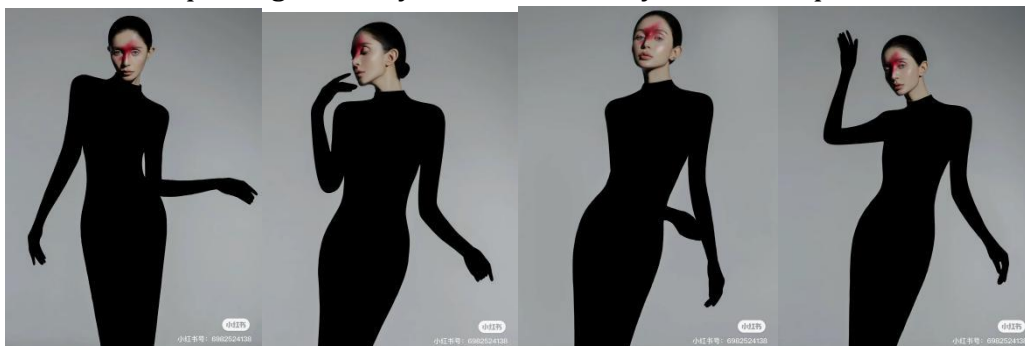


Figure 22 Action transition

5. Emotional expression that matches the style of the garment

Models must have the ability to quickly and accurately understand and present the photographer's intentions, conveying the style and emotional meaning of the garment through natural, vivid facial expressions and body language. According to one study, there is a significant positive correlation between the audience's perception of the model's emotional expression and the memory of the brand image [16], which means that the richer and more appropriate the model's emotional expression is to the clothing style, the more the audience will remember the brand. In order to achieve this effect, the model needs to have a deep understanding of the style of the garment and master the skills of various emotional expressions through professional training. Different fashion colors can express different emotional backgrounds, as shown in Figure 23, red athleisure clothing represents enthusiasm and vigor; The blue avant-garde fashion gives a sense of calm and aura.



Fig.23 Clothing color mapping style

5.2. The rules of model posture and modeling

1.The rules of model posture and modeling

The details and texture of the garment are highlighted by the model's gesture and expressiveness to showcase the garment's unique design elements and fabric texture. As shown in Figure 24, several models showed the special materials such as mesh and bright PU leather and the luster of the fabrics through various shapes, giving people a strong visual impact and making consumers clearly understand the characteristics of the clothing. Studies have shown that there is a positive relationship between the details and texture of clothing and consumers' purchasing decisions, so highlighting these characteristics in photography is important for brand image and marketing effectiveness^[17].



Fig.24

2.Use movement to show the lines of your clothes

A model's posture not only conveys the shape of her clothing, but also uses body language to highlight the beauty of the lines of the clothing. For example, by stretching your arms, leaning your body, turning your body, etc., you can show the smoothness of the lines and the structure of the style. As shown in Figure 25, the model shows the design characteristics of the flower bud skirt on the lower body by supporting the waist with both hands. In the posture and modeling law of models, showing clothing lines has become an effective means to enhance the competitiveness of the clothing market. In the actual shoot, the model will capture the flow of lines and space of the garment through a series of carefully choreographed movements, such as graceful turns, light gaits, and dynamic jumps, according to the characteristics of the garment and the designer's intentions.



Fig.25

3. Show your personal style and characteristics

The style and characteristics of the model himself are not only a professional model has his own understanding of the clothes he shows, but also a matter of expressing his attitude towards the clothes through his posture. A personalized and unique look can make a model stand out in many similar garment displays and give it a unique meaning.

In recent years, consumers are more inclined to buy products that reflect their personal identity and style. Therefore, the posture and styling of the model during the shoot need to focus on attracting the attention of the target consumer group. As Figure 26 shows, trendy streetwear requires models to show a no-holds-barred attitude, while youthful and sporty styles require models to behave more passionately.

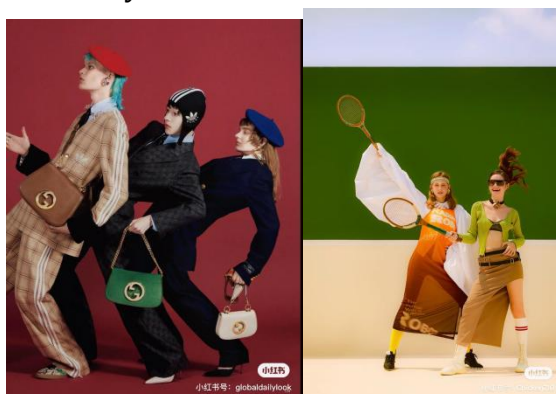


Fig.26

5.3. The role of model posture and modeling in fashion photography

1. Enhance brand recognition

In fashion photography, the model's posture plays a big role in enhancing brand recognition. Through unique gestures, models are not only able to showcase the aesthetic characteristics of the garment, but also to convey the brand's core values and design philosophy. For example, a high-end fashion brand will convey its brand positioning of luxury and sophistication through the elegant stance and confident expression of the model, which is carefully designed to make the brand stand out from its competitors and allow consumers to recognize and remember the brand's unique style at a glance.

The model's posture also strengthens the brand's market positioning. Through the expression of emotions that match the style of clothing, models help the brand create a specific image that resonates with the brand's consumer base, thereby enhancing consumer loyalty to the brand. In the fashion industry, a strong brand image is often closely related to its recognition, and the model's posture is one of the key factors in building this image.

2. Reflect brand style and cultural

In fashion photography, the model's styling and the style of the garment must be inextricably linked. For example, a brand with a focus on athleisure will have models adopt a more comfortable, casual pose to highlight the comfort of the garment. Brands that pursue avant-garde fashion require models to adopt more exaggerated poses to highlight their unique personalities. At the same time, the model's styling can also reflect the brand's historical and cultural background. Brands in different regions and cultures have different postures and shapes. French luxury brands combine French art and romance, while Asian brands and models show an oriental reserve and gentleness.

3. Attract the audience's attention and arouse interest

In fashion photography, an appealing pose immediately catches the viewer's eye. For example, a model with outstretched arms and a graceful posture can draw attention to the cut and lines of the garment. The model's facial expressions and gaze can convey emotions and temperament, which strengthens the expressive ability of the photographic work, allowing the viewer to visually experience the emotions contained in it, and thus begin to pay attention to the clothing brand.

The pose form of the model can also be creative and break through tradition, creating a unique visual experience, which can arouse the audience's desire and interest to explore. This new form of pose may be the interaction between the model and the costume, props or the shooting scene, or it may be the teleportation of the model, which is refreshing.

6. Conclusion

Fashion photography is an influential art that not only chronicles the changes of fashion, but also serves as a medium for the dissemination of fashion and pop culture. The model's posture is an essential part of the fashion photography process, which not only shows the design details and stylistic characteristics of the garment, but also conveys the culture and mood contained in the garment, and strengthens the brand's identity. In the practice of fashion photography, the posture and shape of the model must be closely related to the style of the clothing, and the beauty of the lines and patterns of the clothing should be expressed by the modeling movements and facial expressions of the human body. Every change in movement, every eye contact, presents an important tonality of the clothing brand. The model's posture can also attract the public's attention and arouse interest in the garment, for example: visual effect transmission and emotional impact are good ways, not only enhance the artistic creativity of fashion photography, but also make brand promotion and communication more convincing.

For graphic photography, its shooting method is also a revolution in all aspects. In addition to flat still shooting, "mobile shooting" methods such as street photography, follow-up shooting, and on-the-go shooting are becoming increasingly popular, which can avoid the unnaturalness of shooting on a stationary plane and highlight the realism of capturing natural movement.

With the rapid development of science and technology, we are also experiencing the changes brought to us by AI artificial intelligence photography technology, such as: automatic image processing (automatically adjust the color, contrast, exposure, etc. of the picture), photographic assistance function (using artificial intelligence technology, we can develop tools that automatically identify the scene, subject, depth of field and other auxiliary photography, so that photographers can take pictures more quickly and accurately), image recognition and classification (artificial intelligence can assist in the analysis of people, objects, Scenes and other image elements are identified and classified, so as to better organize and manage the photo library), artistic creation (the application of artificial intelligence technology to artistic creation, such as the production of artworks and special effects based on deep learning), artificial intelligence has opened up a new path for the development of photography technology, so that it can better meet the needs of users for high-quality pictures. However, AI photography has

also brought great challenges to traditional photography, and we must be more aware of the impact of AI photography on the photography industry, and we must also face up to the problem and continue to innovate and develop.

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