

# Development of photographic language expression— diversification

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**Abstract:** Since its birth, photography has played a decisive role in human history as an expression. In the contemporary era, photography has undergone a qualitative leap. It has become an effective means for artists to express their ideas from the objective and objective tools of the past. It continues to learn from and integrate with other art forms, and it has become an extension and evolution of contemporary art in the medium. No matter what kind of art, in essence, it is the experience of the creator's experience, presented to the world in different ways of expression, and so is photography. Although the expressions are complex and simple, they all contain rich connotations. At the same time, the inherent expression of photography will show a diversified development trend integrating with various media with the progress of the times.

**Keywords:** pluralism; concept; creativity; artistic language

## 1. The emergence of class concept photography.

The term concept is a systematic collection of subjective and objective understanding of things. People will carry out various activities according to their own concepts, and use the concept system to make decisions, plans, practices and summaries of things, so as to enrich life and improve production practice. When the word concept appears in photography, its unique concept and expression subverts the aesthetic standards of traditional photographic art. It provides people with more ways and means to reveal the society to reflect life; it is traditional in its creative approach.

The significance of conceptual photography lies in its rebellion, subversion and innovation. It completely breaks the aesthetic evaluation standard of traditional photography emphasizes authenticity. Aesthetic standards, so that creators can continue to explore new ways of creating expressions, making photographic works more ideological and experimental. Concept photography was often called in China in the early days, such as pioneer photography, experimental photography, avant-garde photography, new photography. Wait, but the most common name is still conceptual photography.

## 2. The emergence of minimalist photography

Minimalism is an art faction that emerged in the 1960s after the Second World War. It can also be called "Minimal Art". As a reaction to abstract expressionism, it goes to the extreme. It is displayed in the original thing itself or in form. The way of expression in front of the viewer. Minimalism intends to eliminate the author's oppressiveness towards the viewer's consciousness through the works, to minimize the sense of violence when the works appear as texts or symbols, to open up the artistic space of the works itself, and let the viewers participate autonomously. The appearance of minimalism in photography was mainly manifested in the still life photography of plants photographed by Brosfield in the early days of photography. Later, the industrial architecture series of the Bechers still had a strong "non-intrusive" photography style. How to find the perfect balance point in plane and photography, and constantly watch the reference excellent image art works. In order to explore a new minimalist expression and discourse system among the two mediums of cross-photographic art and graphic

design. These two kinds of complexity and simplicity represent the development direction of photography in the future, and many schools of evolution are similar.

## 3. Diversification of photographic language expression

In the centuries after the invention of photography, it relied on the rapid development of science and technology to produce a variety of genres and styles, and the leading aesthetic style has become increasingly diversified. From the beginning, it has been attached to traditional painting as a creative tool, and then relied on its own strong realistic characteristics. The artistic language and artistic beauty contained in the period will never change. The typical style of photography and the typical style of painting are different in the way of artistic expression. The most eternal of all art categories What is constant is the deepest level of life to be expressed in this kind of art.

Therefore, in the future of the diversified development of photographic expression, the photographic works should present a variety of artistic media, rather than a two-dimensional picture that has been simply printed and printed. The diversified development of photography is gradually explored in the abnormal state. The richness of images is gradually improved under the development of new media. In the era of "everything is media", the performance of modern photography has long been different. The art of photography at the beginning of photography, but no matter how it changes, the art at the root of photography always comes from life, but it is higher than life.

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