

ART / INNOVATION

PART II



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to that those mo
actors, political
individuals can h
ing or ensuring their own se
Anthony M., 2018). One of the m
global Non-Traditional Security risks is the
COVID-19 pandemic. This worldwide health crisis
has resulted in an unacceptably high number of deaths
and a significant economic impact.

Securitization theory, which is employed as a frame-
work analysis, is the basic theory that underpins the
analysis in this study. Securitization developed from
Copenhagen School (COPRI – Copenhagen Peace
Research Institute) of security studies pioneered by
Barry Buzan, Ole Weaver and Jean De Wilde (1998).

issue. The ins...
ing actors who play a role in declaring something
that is existentially threatened. The government,
represented by high-ranking officials, lobbyists, and
even pressure from a group are all examples of securi-
tizing actors. Next is the issue or threat that potential-
ly brings harmful effects towards peace and stability
of the country and lastly is the reference object or who

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FAKULTI SENI LUKIS & SENI REKA
UITM CAWANGAN PERAK

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INTRODUCTION

ARTE: Art and Expression is a biannual book monograph series, published under the collaboration of the Program of Fine Arts, College of Creative Arts, UiTM Perak Branch with Galeri Al-Biruni under the supervision of Universiti Teknologi MARA, Malaysia. 'ARTE' is an amalgamation of the English word 'Art', and Malay word, specifically Perak slang 'Ate' which translate as conversation starter. 'ARTE' uses the concept of book chapter that platforms art enthusiasts to express their inner-creativity in the form of literal conjectures.

VISION

To promote art and expression as aspirations towards stylistic and artistic practices.

MISSION

- To enhance the culture of research and academic publication among academic and artists for international recognition.
- To promote intellectual, cultural and knowledge sharing through artistic expression.
- To celebrate the diversity and differences in arts practices thus, creating an intellectual platform for artist, to express their interest, in art

PUBLICATION FREQUENCY

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THE EVOLUTION OF DIGITAL PHOTOGRAPHY AS A POPULAR CULTURE THROUGH INSTAGRAM

a chapter by

TS. NUR SHAZLEEN BINTI MD YUSOF & MOHAMAD RIDZUAN BIN ABDUL MUSA
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The Art of Digital Photography in Popular Culture

Art means something beautiful, delicate, and soulful with certain elements and techniques. Photography means painting with light. An object or environment that is recorded using a camera, should have an element of light. Photography captures forms and events, both natural and artificial, to create a beautiful photographic art form that has values and meanings that match the importance of national culture and personality. In photography, light is captured and manipulated to express the idea, message, or emotion that can be interpreted as a form of art. With the progress of mobile technology, digital photography has reached a new pinnacle when the camera of a mobile phone is almost on par with the DSLR camera. This of course ushers in a new wave of photographers utilizing photography tools provided by their mobile devices.

The photography in the digital era has become a popular culture due to the existence of mobile phones with high-resolution imaging cameras that are almost equivalent to professional DSLR cameras. At the end of 2010, the Instagram application was introduced by a company called Burbn Inc., led by CEO Mike Krieger and Kevin Systrom. At that time, only iPhone users could use the Instagram application. Later the Instagram application can also be used by Android smartphones, Windows Phones and also computer.

Popular culture reflects something that happened at a certain time and creates a trend among the public. Popular culture can occur in every aspect of life, such as art, fashion, and entertainment. Popular cultures can leave a positive or negative impact, survive, or disappear or change at certain times.

Instagram is currently a very popular social media

platform for fans and visual arts enthusiasts of all ages. Insta itself means instant photo (Polaroid), and 'gram' means 'telegram', which means giving information quickly. Most of the photos recorded are social realists, i.e. real life, not designed or made up; everyday life, portraits, found objects, architecture, scenery, and food by using filter effects and photography techniques with lighting.

“Filter” and “Mood”

Instagram users in this digital era are very excited about the filter effects provided, especially framing, which is the main identity of this application. Instagram has 40 filter effects to create a photo mood that users can use for photo and video editing. The effects consist of Clarendon, Gingham, Moon, X-Pro II, Lo-fi, Earlybird, Sutro, Toaster, Brannan, Inkwel, Walden, Hefe, Helena, Apollo, Slumber, Nashville, Reyes, Gotham, 1977, Charmes, Perpetua, Valencia, Amaro, Lark, Stinson, Dogpatch, Rise, Aden, Skyline, Ashby, and more. Users can remove the photo framing effect. The filters are interesting, creative, and give an effective mood to photography lovers and enthusiasts.

Photography on Instagram is a social network for sharing.

With the advancement of high technology and digital products, the public's attention has shifted to social media, where interactivity is the focal point of the new media function. With social media platforms like Instagram, interaction with the information distributed on a larger scale becomes easier for each individual. People can have interactions with instant feedback. Nowadays, users can share their opinions and information instantly on a large scale, which was very difficult during the previous broadcasting

era. Close friends send funny links back and forth, grandparents and grandchildren video chat, partners constantly text about day-to-day activities, family members and old friends post photos to like or comment on, and people join internet communities around a particular interest. Instagram, has created the terms "flat lay" and "foodporn" related to food photography, provides a platform for everyone to take pictures of their food instantly and share them publicly. This is proven when a survey shows that one in five Britons (about 9 million people) have posted pictures of their food on social media, and young people are five times more likely to do so than individuals over 55 (Waitrose Food and Drink Report, 2016). It has become a huge trend, and some people have taken it seriously by using food styling techniques to produce good and interesting food visuals.

Other than photography, "Reels" provides sharing images and videos. The "Reels" has sound or music that allows users to make creative video editing decisions according to the rhythm, song, and mood that are suitable for the footage. Users can upload videos or photos through "Stories" that will be displayed for 24 hours. 'Live' on Instagram is often used for events, promotions, marketing, or demonstrations. The most recent is "Guide" to recommend places, your favourite products, and posts you created or saved.

Instagram is also a platform for searching, studying photography, and any other kind of subject other than sharing photos. Users only press the heart-shape (Like) sign if they like the photo, and the "fence" sign is followed by a keyword or keywords as a search and also the location where the photo was recorded.

Photography is for everyone.

Nowadays the term "photography" does not necessarily belong to the professional photographer or art practitioner. Everyone can practice and share their photography artwork with the world. People no longer depend on DSLRs to take photos. We can see how the art of photography has expanded. Younger generations are exposed to the world of photography and can be viewed positively as something that encourages more people to practice the art of observing. However, according to Kalazic, Horvat, Mijoc

2015, photography of the digital age has lost the properties of a physically tangible product. Simultaneously the transition of photography into a mass-produced good has taken place. The Instagram application benefits users, especially photography enthusiasts, not only from the aspect of searching for information but also from sharing ideas without limitations. Photography is important because it allows society to see the world from a different perspective.

The Instagram interface has 6 elements; Reels, Post, Story, Story highlight, Live and Guide which user can create.

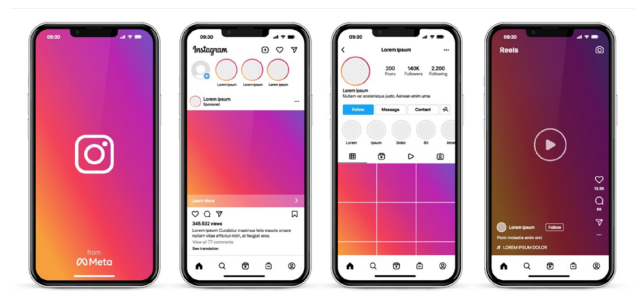


Figure 1: Instagram Interface

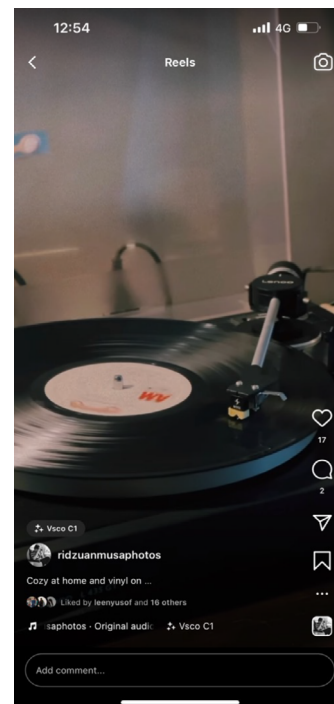


Figure 2: Screenshot of Reels posting

Reels posting has 90 seconds duration. Users can edit photos, clip videos, and record and add music that can relate to the visuals and text. With

creative editing, the audience can enjoy and save the template of the visuals, text, and music.



Figure 3: Screenshot of Instagram Post using Black and White effect

Black and white filter effect giving dramatic feelings and good focus.

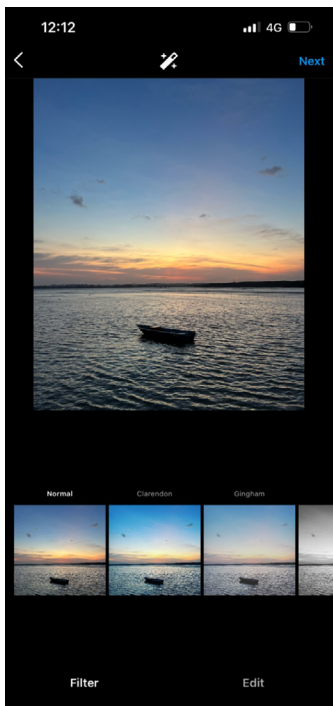


Figure 4: Instagram Filters and Edit features

A filter can enhance the pictures. These filters are subjective and can give new appearance of the pictures.



Figure 5: Instagram post with Like, Comment, Share and Save button

Instagram allows users share the place and the situation on the subject. This also means that Instagram photos can give ideas and inspiration to the audience.

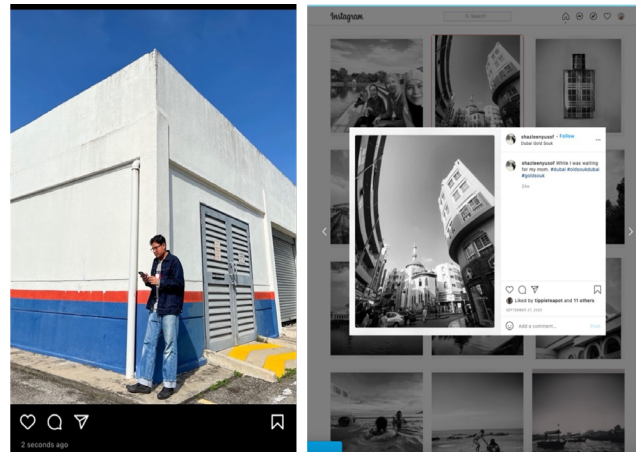


Figure 6: Instagram post with Like, Comment, Share and Save button

With photography, you can admire the most diverse scenarios and situations captured. Photography allows you to bring meaningful experiences to others in the form of static images and videos. It allows the dissemination of information about things as you see and search for them. Nevertheless, photography and the use of this application should adhere to ethics.

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Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,

SITI BASRIYAH SHAIK BAHARUDIN
Timbalan Ketua Pustakawan

nar

Setuju.

27.1.2023

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