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CHAPTER 2

VISUAL METAPHORS IN PHOTOGRAPHY THE ROLE OF HARD-SELL VISUAL IN CONVEYING A MESSAGE

Ts. Ahmad Sofiyuddin Bin Mohd Shuib

2.0 Abstract

Social distance is one of the Standard Operation Procedures (SOP) that has been set by WHO (World Health Organization) and also the Malaysian government to break the chain of Coronavirus disease (COVID-19) since this pandemic is widespread in every country. Various message and visual mediums were issued to warn the public about the importance of social imprisonment, but there are still some people who do not heed the instructions of this SOP by not practicing social imprisonment with each other. To convey the message in an alternative and creative way, visual metaphor is chosen to attract the attention of the audience to understand the message presenter. Visual metaphor representing a idea, concept, person, place, or thing through an image that uses an analogy or association. The selection of visual metaphors is selected based on its uniqueness in visual communication where dimensions for hard sell appeal are thinking, explicitness and fact (Peltoniemi, 2015). The choice of the subject of these oyster mushrooms shall be chosen on the basis of the natural conditions of those growing on the trunks of the leaves in groups and distances. This way of growing distance inspires one to use it as a message to the audience through Visual Metaphor. With the use of this visual metaphor, it can educate the audience to deepen the message and the work.

Keyword: Coronavirus disease (COVID-19), Social Distance, Visual Metaphor

2.1 Introduction

Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus. It's also known as Severe Acute Respiratory Syndrome-Coronavirus-2 (SARS-CoV-2), catching the attention of the entire world. The first ever infected case of coronavirus was reported on December 31, 2019, in Wuhan, China. After couple of weeks, the infections spread across China, then to other countries around the world. (Lorenzo Urso, 2020).

Standard Operating Procedure is created to avoid people doing habits and action that will spread this virus to become worst. Steps of SOPs are wearing mask , social distancing in public, avoid handshake, and many more. (Azman Ghani, 2020).

According to Occupational Health, Emergency and General Health Specialist, Dr Hanafiah Bashirun (2020) social distance is the most important compliance after wearing face mask, disinfectant and checking body temperature.

Giving awareness of the importance of social distancing to the public. The choice of visual metaphor was chosen based on its uniqueness in visual communication where the dimensions for hard sell appeal are thinking, explicitness and fact (Peltoniemi, 2015). Implementing visual metaphor as a communication strategy, it is most recognizable in advertising for convincing audience (Matthew Peterson et al., 2015). By using visual metaphor, it can give a deep impression (Shuo Cao et al., 2018).

Visual is the outcome of photography. Using close up technic photography allow us to take picture of a subject to see it better. The detail of Close up photography is largely unseen with the naked eye (Sheppard, 2015).

Choosing this subject matter based on the observation that is made at Hutan Simpan Kerachut, Malaysia. The subject of these oyster mushrooms are selected based on the natural conditions of those that grow on the trunks of leaves in groups and distances. The way of these distance growing provides inspiration to be used as a message to the audience in Visual Metaphor.

2.2 Artist Influence

What inspired my artwork is the nature of photography that can give a lot of message. Rizalis Mohd Rizal is one of the local photographer that is into nature photography including close up and macro photography. I take inspiration from his work to produce close up photography. The image quality of the picture taken gives me reference to produce a close up nature photography, the quality for the image I conveyed a message based on Covid-19. My reference to the message is Emma Vallee who is the Senior Visual Designer & Art Director at Whalerock Industries, USA. Where the message conveyed visually by Emma Vallee is very simple and creative.

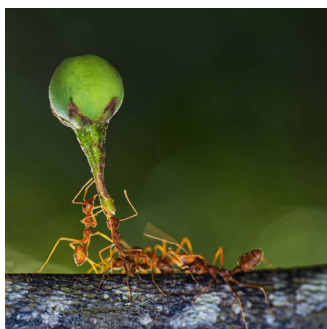


Figure 1 Rizalis, Bantu Membantu, 2019



Figure 2: Emma Vallee, Mini Cooper Ad Campaign, 2008
(Campaign Title: Designed to Fit in Any Environment Created)

2.3 Methodology

The important part of the study is to identify the effectiveness of the use of visual metaphor as a medium of communication in conveying a message. With the use of visual metaphor, it gives a different picture from the original image based on the message being tried to convey. The image on the visual gives an analogy to the subject matter found on the visual. The subject matter gives the visual function to describe the information contained in the visual. This is proven by Demographical analysis that visual metaphor gets higher appreciation from younger generation (Shuo Cao et al., 2018).

2.4 Studio Research & Analysis

Close up photography is genre of photography. Close up photography refers to a tightly cropped shot that shows a subject matter up close and more detail than the human eye usually perceives. With close up photography its reduce the field of view, increasing the size of the subject, and creating a tight frame around selected shot. In this genre, with suitable element and principle as well as composition can give you the ability to take pictures of the subject matter according to the message you are trying to convey. Good lighting can help in getting the visual of the subject matter more dramatic and detailed. With the use of digital cameras and the type of 50mm 1.8 lens help in the production of creative close up photography.

2.5 Artist/Artwork Statement



Figure 3: New Norms Distance, 2020

New Normal Distancing Life, presently, social distancing is absolutely vital in order to sever the network of Covid-19 virus and it is also one of the crucial ways recommended by the Ministry of Health Malaysia as well as World Health Organization (WHO) to break the chain of the virus's transmission from spreading and infecting other people. Simultaneously, it has become the New Normal now in our daily lives that we must together adhere for our own safety. The visual and

subject matter of this mushroom depicts the people's current situation dealing with their new normal practicing which is the social distancing. This is where the people in today's day must ought to take care of themselves and their own family members for their safety and being able to survive in this outbreak. Whatever the conditions are, comfortable or uncomfortable, they need to always comply with the social distancing practice all the time to successfully win our war against Covid-19 virus.

2.6 Conclusion

During this Covid-19 pandemic, the various ways of conveying a message is to give awareness to the public, and visuals are one of them. By using visual metaphor, it is a creative and alternative way to convey a message to the audience. Based on made observation, the power of visual photography which has its own elements, principles and aesthetic values play a role in conveying the message metaphorically. Visual strength is also important for the audience's own understanding and acceptance to describe the message they are trying to convey, thus making the audience think and appreciate for a moment. Graphic Designer and Photographer need to be sensitive to the surrounding subjects that can be used to convey the message to the audience in a more creative way to reach the audience of understanding and emotions.

2.7 References

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