

The Dynamics of Phone Camera as Photo Lab: An Analysis of Graphics Art Communication in Nigeria

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Abstract

This research is carried out to analyze how phone camera as a photo lab has helped in Graphics Arts Communication in the global society most especially in the field of Graphics arts and computer graphics. The research seeks to address how the use of phones has improved photo lab, by making pictures easily available in softcopy therefore enhancing graphics arts making representations worldwide through Art communication. Phone Cameras had eliminated the conventional photo labs that are usually static (non-movable & non-flexible) in the aspect of document and image creation. In Nigeria, it is a well-known fact that anyone who has a phone camera can take and print pictures from his or her phone. The objectives which gave rise to this research is to ascertain how the use of phone camera has been a successful photo lab in Graphic Arts, and to ascertain how valuable phone cameras are in Graphics arts communication. The research focus is on phone cameras as a means of creating photos without the stress associated with traditional photo laboratories.

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I. INTRODUCTION

Photographic studio (photo lab) is a place where photos are created, developed, printed, duplicated and displayed. A photographic studio is a place owned and represented by one or more photographers, who create and sell their own photographs and other people's photographs too. The use of photos in graphics arts includes, rebranding, animation, advertising marketing and so on. With the improvement of technology, trick photography has been taking place which was later replaced by Photoshop. Photography has evolved drastically and will continue to evolve and improve.

A phone camera is a mobile phone that can be used to capture photos and record videos using one or more built in digital cameras in the phone. Most phone cameras are simpler in handling for taking photos because of their fixed focus lenses and smaller sensors which are limited in poor lightening. Most phones are already equipped with cameras of varying levels of quality for example, some phone cameras have feature that rival digital cameras.

Before the first camera was invented, the concept of the "camera obscura" had been around since the 13th to 14th centuries. The term "camera obscura" a latin word which means Dark chamber and it is a tool which projects light unto a surface. Before photography, this principle had been applied in multiple ways to aid the art of drawing. getting images took longer periods until 1835, when the first photo of history was permanently drawn by a French inventor, Joseph Niepce (Ivan Tolmachev, 2010).

From the foregoing, it can be deduced that it was more difficult to take pictures and preserve them in the past unlike presently where one can take pictures, save the picture and use at his or her discretion.

In the year 2000, the world's first phone with an in-built camera was out in Korea, the Samsung SCH-V200, which was followed by the J-SH04, produced by sharp in the same year. The success of phone camera was carried on by a number of new releases from many invasions such as Sanyo, Sagem, Nokia, Sony and so on in the following years. (Simon Hill, 2013)

Phone camera has become part of our everyday activity, this is because people carry it along to work, events and even to leisure activities, even on their way to shopping and so on. Any time we make use of phone cameras, we experience something which actually doesn't exist in a vacuum, but rather in a dynamic relationship with other people, places and objects. (Mulder and Steen, 2005). Our experiences and also how phone camera are being used is determined by space and place.

In a photo lab, there are various aspects of photographs taken which include, portraiture, product and fashion photography. Also some other tools used in a photolab includes backdrops studio flash (Strobes), light meter, barn door, soft boxes reflector, and light stand which are all used for shooting; with the help of some of

these tools, light is hardened, can be softened, bounced, widened, spotted, colored and directed using a variety of tools readily available in the photo lab.

Such tools that is found in a photo lab for achieving photo editing effects, are also found in camera phones which is a more portable form of photo lab.

Hose and Davis (2005), while comparing digital and conventional camera, stated that phone cameras have a higher mobility, therefore, was more often present when needed. Thus images from phone cameras, were not only made to capture the momentary memories, but also to be kept and built as a visual dairy of one's life events.

As posited above, one would see that photography preserves memories for a very long time and using a camera phone as a photo lab can help in this aspect because the pictures taken are stored on the internet, making it last for all time even when the incident is almost forgotten. It can be dug up from the archive of pictures.

Jones (2007), stated that:

“the only thing that is undeniable when phone camera is concerned is that it fits into a pocket and easily accessible whenever the user is in need of it, unlike the normal photography which is made for photographs only”.

Before now, the early stage of phone camera conventional (film)photos and digital cameras were still owned by very few amount of people who are the elites, although, only a few people use them frequently (Kindberg et al, 2004). He reported that both digital and conventional cameras only came into use in special events of general situations which require photos at a higher quality.

Phone Camera as Photo Lab to Aid Graphics Design in Arts Communication

Photographers and graphic artists often keep a camera with them to capture images that might otherwise be missed. Now it is easier to get high quality shots on the go with advanced smartphone cameras. And with camera apps designed to easily edit and send photo shots to social media, aiding arts communication, artists can more easily capture the world around them.

It is a well-known fact that Graphic designers prefer to work with their own photography because it saves them the cost of purchasing someone else's work and also, because most of the already made works may not meet their standards;this is where smartphones can help. Using a 5 mega pixel camera, Graphics designers can take a good photo or video. With a phone like the HTC one M8, artists can capture 20 images and a three-second video with one click. These can be used for an animated gallery or can help create layers for editing later. Graphics designers and artists have more material work to experiment with when they take their own photos and they can immediately see the quality and potential of each picture. They can use these pictures for re-branding of products, create new logos and re-design existing ones, stock images and also create advertisements for visual communication, create jingles and also for digital marketing of product brands and ideas.

Camera Apps

Choosing the right camera app is an important part of the shooting process. Most smartphones come with a serviceable app, but there are these party apps that offer many of the same manual controls that one can use to customize one's needs.

Many camera apps offer an option to shoot in RAW format in addition to the standard JPEG. This can be a helpful option so that it can be edited later on the computer.

Some of the top-rated options for Apple ios and Android:

1. Camera +2 for ios
2. VSCO for ios and Android
3. Pro camera for ios
4. Light room for ios and Andriod
5. Camera FV-5 for Android

From the above, it can be seen that today's smartphones are equipped with a very comprehensive set of camera related specifications that is why it can be used as a photo lab for Graphics artists and also to express visual representations in art communications.

II. CONCLUSION

Having a smartphone these days has become so important to the everyday lives of people especially those people who work in the creative industry because of the nature of the work they do. The right smartphone can be an important tool if used correctly and can help one to establish their brand and grow their business.

It is becoming more and more common to see people use the camera on their phones as their photo lab, this is because, in the time since smartphones were first released, the camera phone is always handier than the other type of camera. In its purest form, smartphone photography is all about collecting light and converting

them to images with the capabilities of the supporting hardware and software making it possible to produce high quality images on any chosen field.

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