

Research on the Visual Fictitious Features of Fashion Magazines from the Perspective of New Media

Xiao Zhu, Xiangyang Bian

Fashion and Art Design College, Donghua University, Shanghai, 200051, China

Keywords: Fashion magazine, Visual presentation, Virtual characteristics

Abstract: With the development and innovation of digital technology, virtual technology provides technical support for the visual modeling creativity of fashion magazines. In terms of the modeling of fashion photography characters and the shaping of the background environment, the performance characteristics of virtual nature gradually appear. From the perspective of the application of virtual technology in fashion magazines and the visual expression of images, this paper analyzes the influence of virtual technology on visual expression and the virtual characteristics of images that meet the aesthetic needs of the public.

1. Introduction

1.1 Virtual Reality Technology

Virtual reality technology and augmented reality technology closely link the application of digital technology with visual art through interactive and immersive visual experience. Virtual Reality (VR), is a modern high-tech with computer technology as its core, this technology can generate a virtual environment that integrates vision, hearing, and touch within a certain range. With the help of necessary equipment, users can "communicate" with objects in the virtual environment in a natural way, thereby gaining immersive experience. Feelings and experiences of the environment. [1]

Based on the unique perception operation, novel visual effect and immersive experience, virtual reality technology was once widely used as a new technology by domestic and foreign publishing and media organizations. For example, in 2015, "The New York Times", which had launched a virtual reality product to make the news content more authentic and close. 2016 is called the first year of VR. In this year, Conde Nast Group of the United States used VR technology in the digital communication of traditional paper media. In cooperation with HTC Vive, Conde Nast China launched the world's first augmented VR reading experience created by Vive Paper innovative technology, which combined virtual reality technology and augmented reality technology. [2] One of the Hearst group's men's magazine, the "ELLEMEN" applied VR technology to the visual information expression of fashion magazines in its May issue of the same year. The menswear brand HUGO BOSS and well-known movie star Wallace Huo collaborated to shoot the VR films, making it the first time for domestic fashion media to try VR shooting. Moreover, the whole VR film lasts for two and a half minutes in total. By wearing VR glasses and rotating their angles, users can watch the

main characters in different directions, which greatly enriches the information dimension and visual perception.

1.2 Augmented Reality Technology

Augmented Reality (AR) is a new technology that uses computer systems to generate three-dimensional information to enhance users' perception of the real world.[3] It is generally believed that AR technology originates from the development of virtual reality technology, but there are obvious differences between the two. VR technology is based on introducing users into an immersive and virtual imaginary world to construct reality, while AR technology strives to deepen users' understanding of the real world.

In terms of the application of AR technology, "ELLE CHINA", a women's fashion magazine owned by Hearst Group, has combined AR technology with a video mobile app called "ELLE Plus". Users first click the AR button in the upper right corner to scan. Then, using the "ELLEPLUS" APP of mobile phone to scan the QR code on the cover, they can be connected to relevant product advertisements or video clips, which enhances the readability and interest of visual information.

2. Virtual Analysis of the Visual Performance of Fashion Magazines

The development and innovation of digital technology provide technical support for the modeling creativity of pictures, and the methods of mimicry design are more free and changeable. Under the tide of digital transformation, fashion magazines, which used to rely on live photography, began to try and explore the application of virtual technologies such as CG rendering and 3D modeling to the creative ideas of photography blockbusters. In the modeling of fashion photography characters and the shaping of the background environment, the performance characteristics of virtual characteristics gradually appear.

2.1 Character's Virtual Characteristics

From the point of view of the fashion magazine's character modeling, such as clothing accessories, hair makeup, skin texture and other factors, can be realized in the rendering technology. In addition, some virtual idols are beginning to come into people's sight. A large number of virtual scenes and characters in the application of the picture, fully triggered the viewer's sense of novelty and pleasure. With the help of digital media technology, the expansion and diversity of fashion magazines' visual space have undoubtedly made a qualitative leap.

In recent years, fashion magazines have begun to use virtual characters on their covers to increase their appeal to young people who live in a two-dimensional culture. For example, the cover of the March 2020 mini electronic issue of "BAZAAR CHINA" uses the virtual idol Tianyi Luo as the cover figure, and adds the animation design to create the movement effect. Another female magazine, and the "ELLE CHINA" also included virtual idols Sam and Liz on the cover of its October 2020 issue. Virtual characters and real characters were used to form a group of characters, so as to get close to the cognition and perception psychology of the audience.

2.2 Virtual Characteristics of the Scene

Based on the development of computer image processing technology, new media technology has more performance advantages for image virtual environment synthesis, 3D rendering and scene modeling. The unrestrained background, exquisite and realistic materials, exquisite and subtle light

effect,the combination of digital virtual and field shooting,build and fill the visual field with numerous images,making the visual virtual and reality more closely combined.

The “BAZAARMEN” invited Colombian singer-songwriter MALUMA as the cover character of the September 2020 issue.This group of photographic images adopts Computer Graphics technology to produce virtual 3D blasting scenes.Different from traditional plane shooting,CG technology increases visual elements such as virtual scenes,characters,things and special effects,making large-screen filmmaking technology become popular in fashion magazine photography and realizing a high combination of art and technology.Transparent geometric luminescence and mechanical elements of the face together render a realistic space atmosphere,making the visual picture present an extreme sense of future and science and technology.

3. Conclusion

The iterative innovation and rapid development of new media technology make it play an important role in promoting the advertising creativity of fashion magazines and the efficiency and benefit of fashion communication.In the process of digital transformation of fashion magazines,virtual technology has changed the way and effect of visual expression of fashion magazines.From the technical point of view,virtual reality and augmented reality technology can bring the audience an immersive experience.In terms of the virtual characteristics of images,scenes and character modeling break through the spatial nature of traditional vision,what's more,it bringing brand-new visual experience to the viewers.

References

- [1] QinPing Zhao(2009).Overview of virtual reality[J].*Science of China(series F:information science)*,39(01):2-46.
- [2] Hao Liu(2017).From Concept to Reality--A Brief Discussion on the application of VR and AR technology in the field of magazines[J].*Science,Technology and Publishing*,(10):18-21.
- [3] Yimin Chen,Qiming Li,Deyi Ma,Yongshun Xu,Tao Lu,Ming Chen,Chengwei Yao(2011).Research and application of augmented virtual reality[J].*Journal of Shanghai university(natural science edition)*,17(04):412-428.