

The design requirements for converting the press photo into a documentary image with metrics for aesthetic preference for their treatments

Associate. Prof. Dr. Amr Mohamed Galal Mohamed

Assistant Professor, Department of Media - Faculty of Al-Asun and Media - Misr International University

amr.galal@miuegypt.edu.eg

Abstract:

The image is one of the oldest communication methods known to the human in its different eras. It has its history, character and uses in various media fields. Since the dawn of history, the image has played a role in human education and preserving his experiences and life experiences, as man knew it at an earlier stage in the development of language. The location and position of the image changed throughout history. The invention of the photograph changed the location of the image in terms of use, Our era has been called the era of the image because of its distinguished position among the means of communication.

Technological advances have contributed to the promotion of photojournalism and the possibility of transcending the limits of time and space. Today, the image in publications occupies a key place in the process of clarifying ideas and information after it was used for decoration and beautification, and therefore images have become one of the basic materials of the modern press, and it is no longer an aesthetic element only, but a functional media element, and the image has become an expression of ideas and opinions, as well as It expresses news and events, and is even one of the largest tools of guidance and direction.

The press image plays a bilateral communicative role, as it is both a message and a means, as it is available to everyone regardless of their cultural and scientific levels, as it is a universal language that everyone understands despite the multiplicity of nations and peoples.

Keywords:

documentary photos, photojournalism, communication through photos