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## Application of Aesthetic Photography Techniques on Male Faces

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### Abstract

This research focuses on evaluating the utilization of aesthetic photography techniques on male faces through a qualitative approach and the adoption of the Multimedia Development Life Cycle (MDLC) method. Subsequently, the researcher engages in the development and testing phases by capturing male faces using specific photography techniques. The MDLC method is implemented through stages like concept, design, material collection, assembly, testing, and distribution. The research findings highlight the importance of selecting appropriate angles, lighting, and coloring in applying aesthetic photography techniques to male faces. Conclusions are drawn based on respondents' evaluations of the photographic results.

### Keywords:

Aesthetic Photography, Multimedia Development Life Cycle (MDLC), Male Faces, Photography Techniques, and Development Phases.

### Introduction

In the current digital era, the proliferation of information technology is becoming more pronounced. Most industries have embraced digitization in their daily operations, driven by the rapid advancements in the digital world. Across various global sectors, there is a competitive race to integrate digitalization, enabling them to compete and endure in this digital age. Digitalization has extended its reach to various fields of knowledge and expertise, one of which is photography. Photography actively plays a role in advancing the digitalization of the creative industry. It is a skill that significantly influences the current digital landscape, blending art with technology, often employed in design media. Photography boasts the advantage of being a fusion of technology and art, illustrating the values of beauty with technical aspects to add color or meaning to visual outcomes (Eko Prasetyo et al., 2022). Etymologically, photography involves drawing with the aid of light. Through photography, individuals can document various phenomena and images in their surroundings. Photos serve as a medium for capturing memories of the past, events, and conveying messages related to social critiques or commercial purposes. Photography also serves as a positive activity that cultivates aesthetic sensitivity in those who engage in it (Murwonugroho & Atwinita, 2020). Since the inception of the science

of photography, realizing imaginative outcomes that were previously limited to hand-drawn paintings has become more accessible. Photography allows people today to materialize their creative ideas into tangible forms that can be publicly enjoyed. A particular focus has been on the aesthetics of the human face, often serving as a benchmark or judgment criterion in model photography or entertainment-related activities (Made Wirawan Putra Gunantra et al., 2021). Lighting, or the play of light (*cahaya*), is a highly essential element in photographic science that requires attention to produce a portrait through a capturing device called a camera. Achieving the right or proportional intensity of light exposure can be studied through the fundamental understanding of the exposure triangle, namely ISO, shutter speed, and aperture. However, in producing quality portraits, it is not only necessary to have proper exposure settings; equally important is lighting arrangement. Different lighting setups can evoke various atmospheres and impressions in model photography, necessitating knowledge of light patterns to achieve the desired conceptual portraits (Gautama Tanrere, 2021).

A prominent aspect of a photographic work is its aesthetic quality or the experience of beauty in a photo. Photos that can capture attention, especially of facial features, often possess a specific aesthetic frame that indirectly influences the viewer's reactions, whether through social media or other platforms. Good-looking facial photos that become viral are often referred to as "instagramable," indicating the aesthetic appeal of the photographed face, inviting viewers to appreciate the facial aesthetics in the shared photos on their social media platforms (Susanto et al., 2019). To bring creative imagination to life, the author has chosen specific photography techniques for capturing male faces. This inspiration led the author to create artistic works through photographic techniques, focusing on the aesthetic portrayal of male faces. The inception of this research was motivated by the author's observations of photographic works during model photoshoots. The author's interest in capturing the aesthetic aspects of male faces stems from a desire to immortalize expressive and dynamic male faces through photography techniques, creating distinctive effects that can be enjoyed publicly due to their aesthetic value.

In this study, the author employs photography techniques to capture male faces as the subject of the model. Subsequently, various photography techniques will be applied to emphasize the aesthetics of these captured faces. After obtaining several sample photographs focusing on the aesthetic value of male faces, the researcher collects opinions or responses from several women who will be interviewed regarding the photographed male faces. The method employed in this research is the MDLC (Multimedia Development Life Cycle) with a qualitative approach through in-depth interviews with several women as sources, later compiled into a research report titled "Application of Photography Techniques to the Aesthetics of Male Faces.". This research is focused on applying photography techniques to highlight the aesthetics of male faces. The MDLC method is employed with a qualitative approach through in-depth interviews to gather women's perspectives on the results of the photography. The problem formulation encompasses the application of MDLC in photography techniques, the influence of photography techniques on the aesthetic value of male faces, and the challenges faced by the researcher. The research aims to capture women's opinions regarding photos focusing on the aesthetics of male faces, demonstrate the researcher's knowledge of photography techniques, and fulfill the requirements for obtaining a bachelor's degree. The research's benefits involve contributing to society's understanding of the photography world, serving as an academic reference to gauge perspectives on the aesthetics of male faces, and

providing a learning experience for the author to enhance the quality of future photographic works.

## **Literature Review**

This study, titled "Application of Photography Techniques to the Aesthetics of Male Faces," refers to several previous studies with similar topics, addressing photography as the main reference. The research by Eko Prasetyo et al. (2022) analyzes the role of faces in photographic science. The aim is to share knowledge about facial shapes influencing photography outcomes, using a qualitative descriptive method with data collection through reading and literature review. Made Wirawan Putra Gunantra et al.'s (2021) research focuses on the imaginative portrayal of women's faces in expressive photography. The goal is to create compelling artwork using photogram techniques on women's faces, involving steps in photography to observe facial expressions. Gautama Tanrere's (2021) study analyzes lighting patterns in photographic works. It aims to convey messages to photographers about concepts and themes in photography, considering lighting patterns. Susanto et al.'s (2019) research explores the aesthetics of photography with the term "instagramable." The objective is to reveal the aesthetics in photographs deemed "instagramable" using qualitative descriptive methods through observation and literature review related to Instagram accounts featuring photography techniques. Murwonugroho & Atwinita's (2020) study focuses on strengthening basic photography techniques and studio lighting in model photoshoots. The purpose is to provide basic photography competence to teenagers interested in photography through seminars and training. Referring to these studies, this research establishes both theoretical and practical foundations for applying photography techniques specifically focusing on the aesthetics of male faces.

## **Photography**

In a broad sense, the meaning of photography is a process or method to produce a photo or image of an object by capturing or recording the reflection of light that strikes the object on a light-sensitive medium. Photography can also be described as a photo or image with effective visual devices capable of visualizing something more concrete and accurate, overcoming space and time. A phenomenon or event that occurs elsewhere can be seen by someone far away through a photo after the event has passed. According to the Kamus Besar Bahasa Indonesia (Indonesian Dictionary), the definition of photography is an art or process of producing images and the intensity of light in a film. The term "photography" itself originates from the Greek language, namely "photos," which means light, and "grafo," which means to paint. Thus, photography can be interpreted as painting with light. In the visual arts, photography is a process of creating a painting using the aid or medium of light. In general terms, photography means a process or method of producing a photo or image of an object by capturing the reflection of light that strikes the object (Maftuha et al., 2021).

## **Aesthetic**

In essence, the term "aesthetics" is closely related to and often used interchangeably with the term "art." Simultaneously, many experts classify both into a similar understanding. However, some argue that aesthetics represents a distinct form of beauty compared to the concept of art. Aesthetic function also assists humans in creating visual art that prioritizes aesthetic value. From the statement above, it can be concluded that aesthetics is a branch of

philosophy that focuses on the nature of beauty, art, taste, creativity, and an individual's appreciation of beauty. Its object is something considered beautiful by an individual. In a broader sense, aesthetics is defined as a critical reflection on art, culture, and nature. Aesthetics is also often associated with axiology as a branch of philosophy and connected to the philosophy of art (Saputri, 2020).

### **Interview**

An interview can be defined as a conversation between an interviewer and one or more respondents with the aim of collecting information or opinions. There are four common types of interviews: structured, unstructured, personal, and in-depth. A structured interview involves pre-planned questions, while an unstructured interview is more free-form. In this study, the author conducted an in-depth interview with women as respondents to gather opinions on the photographic works they have created.

### **Multimedia Development Life Cycle (MDLC)**

The MDLC (Multimedia Development Life Cycle) method is a technique used in developing or creating software by producing various media such as sound, images, videos, animations, and so on. In the software design process using the MDLC method, the researcher goes through stages that include concept, design, material collecting, assembly, testing, and finally, distribution. This method is often applied to multimedia-based software (Mustika & Wahyuningsih, 2021). The design process model for multimedia always refers to the MDLC method. The goal of this design model is to develop or create more engaging and efficient learning media for users (Surya Rasyid et al., 2022).

### **Adobe Photoshop**

Adobe Photoshop, commonly known as Photoshop, is a photo processing software widely used by editors and photographers. Developed by Adobe Systems, this software is specialized for photo and image editing, as well as creating effects. It is a preferred choice among professional digital photographers and advertising companies, making it a market leader in photo or image processing software, alongside Adobe Acrobat, considered one of the best products developed by Adobe Systems. Various versions have been developed by Adobe and widely utilized by editors, photographers, and for educational purposes in vocational schools. The most renowned version started with the eighth iteration known as Photoshop CS or Creative Suite. Subsequent versions include the ninth version, Adobe Photoshop CS2, followed by the tenth version, Adobe Photoshop CS3. The eleventh version is named Adobe Photoshop CS4, the twelfth is Adobe Photoshop CS5, and the thirteenth is Adobe Photoshop CS6. The latest version is Adobe Photoshop CC, still in use today. Photoshop is compatible with Microsoft Windows and macOS (Ziveria et al., 2020).

### **Research Methods**

The method applied in conducting this research is the MDLC (Multimedia Development Life Cycle) during the development stage of the photography results. Additionally, this research employs a qualitative approach through in-depth interviews with several women as respondents to provide comments on the photography outcomes produced by the author. This research begins with a literature review, where the researcher starts by exploring several previous studies related to similar cases as references in the making of this research. After obtaining

several references, the researcher seeks supporting theories to bolster the topic presented in this study. Once supportive theories are obtained, the issues derived from the background of this research will be formulated into several questions to be addressed. Subsequently, the researcher proceeds to the development and testing stage, involving the capture of various photos using specific photography techniques concerning angles, lighting, and coloring of the male face, the chosen subject of the photoshoot. After obtaining various photography results, the researcher collects data through in-depth interviews with several women to gather perspectives on the photography outcomes. Then, the collected data will be analyzed and compiled into a research report.

In this study, the author aims to explore the opinions of several individuals, particularly women, regarding the aesthetics of the photographs taken by the author. The author relies on the perspectives of women interviewed in-depth regarding the aesthetics of male faces as the basis for writing the report. The focus of this research is on the field of photography, where the author applies various photo capture techniques concerning angles, lighting, and coloring with the goal of highlighting the aesthetics of the male faces being photographed. After obtaining results through the application of basic photography techniques, the author conducts in-depth interviews with several women as sources to comment on and assess the aesthetics of the photos. The data, consisting of the interviewees' opinions, will then be organized into a research report.

After completing the photography session of male faces, considering various basic photography techniques and undergoing the editing process, the next step is to conduct in-depth interviews with several women as sources to seek their assessments of the photographic work done by the researcher. The opinions sought from the interviewees include evaluations of the aesthetics of the photographic results. The data collected from the in-depth interviews with several women as sources were then analyzed using a qualitative approach. A number of women who participated in this study were asked to assess the photographic work created by the researcher. The questions directed their opinions regarding the aesthetics of male faces in a photo that they found appealing.

## Results and Discussion

From the research object under investigation, the researcher will then conduct an analysis based on the principles of a photographic review. This analysis aims to describe the visualization of the visible aspects in the photos and the technical aspects involved in the photo-taking process.



**Figure 1. The First Photo Result**

"The appearance of human photos depends on the position and angle of the photo during shooting. Photos of human subjects are viewed based on the facial coloring in the photo. From the results of the first photo, it can be explained that the photo was taken using a half-body shot. A creatively crafted portrait is presented in various types of positions, size variations, diverse perspectives, and nuances of coloring in its appearance as a solo portrait or in a group portrait. Technically, the researcher used a DSLR camera with a 14mm wide-angle lens and an aperture of F/2.8. The use of this lens and camera aims to capture images that appear wide but still focus on the human subject in the photo. The applied angle is 60 degrees, with the researcher using an angle from the left."



**Figure 2. The Second Photo's Result**

Based on figure describing the result of photo 2, it can be explained that the composition used in the shooting of photo 2 involves a background composed of a blue color block element combined with the use of 1/3 field or the rule of thirds, then collaborated with side lighting techniques. The emphasis in the photo object of picture two is on the face from a side view. Meanwhile, the blue-colored background behind is used to emphasize and separate the object from the background behind it. This can create an impression of a separator between the subject in the photo and the background used.

The data collected from in-depth interviews with several women as informants were then analyzed using a qualitative approach. Several women who participated in this research were asked to evaluate the results of photographic works created by the researcher. The questions aimed at eliciting the opinions of women regarding the aesthetics of male faces in a photo that they liked.

**Table 1. Interview Results**

No	Respondent's Answer
1	I really like the model's face with the appropriate and not excessive lighting.
2	I am interested in this photo's results that highlight the aesthetics of the male face due to its proportional lighting pattern.
3	I like this photo because the angle of the face capture is good, making it look aesthetic.
4	I am captivated by this photo because I really like photos of models with not too bright colors, making it more attractive to my eyes.
5	I am less interested in the angle of capture on the face of this photo model because it doesn't seem to impress aesthetics in my view.

Source : Interview Result

After obtaining respondent data, the researcher included all respondent answers in this research report. In addition, the researcher also drew conclusions based on assessments from several respondents as a result of the photographic work conducted by the researcher in this study.

## Conclusions

In the digital era, technology integration has transformed industries, with photography emerging as a pivotal blend of art and technology. Focused on facial aesthetics, this research explores male face portrayal through specific photography techniques. Employing the MDLC method, including in-depth interviews, the study emphasizes stages from concept to distribution. The literature review provides a theoretical foundation, and the method involves DSLR capture emphasizing angles, lighting, and coloring. Two photo results showcase unique compositions. The study contributes to photography understanding, enhancing skills, and meeting degree requirements. Further analysis, using the User Acceptance Test, will evaluate photo success, aiming to shape discourse on male face aesthetics in photography.

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