

## **DEVELOPMENT AND INNOVATION OF PHOTOGRAPHY TECHNOLOGY IN CHINA**

Yang Tianqi, scientific adviser – A.D. Lollini

The development and innovation of photography technology in China are mainly reflected in the following aspects:

Early development: Photography technology was introduced to China in the 19th century. In the early days, it mainly relied on foreign technology and equipment. Over time, China gradually began to independently research and apply photography technology [1].

Technological progress: From the film era to the digital era, Chinese photography technology has experienced tremendous changes. The popularity of digital cameras and smart phones has greatly lowered the threshold for photography, allowing more people to participate in photography creation.

Digitalization and intelligence: With the rapid development of digital technology, the application of intelligent functions such as AI photography technology, autofocus, and scene recognition enables photographic equipment to automatically identify shooting objects, optimize shooting parameters, and achieve this through powerful image processing capabilities [2]. Improved realism and artistic effects.

Integration of emerging technologies: The application of new technologies such as drone photography, panoramic photography, and virtual reality photography has injected new vitality into the photography industry. These technologies not only broaden the expression of photography, but also provide photographers with more creative inspiration and possibilities.

Driven by market demand: With the increasing consumer demand for high-quality artistic photography and the continuous innovation and application of photography technology, the market size of the photography industry continues to expand [3]. Driven by this market demand, photography technology continues to develop to a higher level.

Cross-border integration: The cross-border integration of photography technology with other industries, such as the combination with artificial intelligence, block chain, 5G and other technologies, has brought new development opportunities to the photography industry. These integrations not only promote the advancement of photography technology, but also promote the coordinated development of related industries [4].

To sum up, China's photography technology continues to progress and innovate in the development process. Digitalization and intelligence have become important trends. The integration of emerging technologies has brought unlimited possibilities to the photography industry. At the same time, the drive of market demand and cross-border integration also promote the continuous development and innovation of photography technology.

### *Sources and Literature:*

1. Jiang Qisheng, Shu Zongqiao, Gu Di. History of Chinese Photography 1937-1949" [M]. - Beijing: China Photography Publishing House, 1998.
2. Pan Yaochang. History of Modern Chinese Art [M]. - Shanghai: Baijia Publishing House, 2004.
3. Chen Sheyi, Xu Xijing. History of Chinese Photographic Art" M. - Beijing: Life\*Reading\* New Knowledge Joint Publication, 2011.
4. Long Xianzu. Aesthetic Anthology of Contemporary Chinese Photographic Art" [M]. - Beijing: China National Photographic Art Publishing House, 2015.