Research on the Teaching of Aesthetic Design in the Photography of Coastal Scenic Spots

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Abstract—This article studies the teaching practice of integrating aesthetics concepts in photography into the special project course. For this purpose, coastal areas, such as the Laomei Green Reef in the northeast corner of Taiwan, were visited. The photographic materials from this beautiful landscape were combined with aesthetic pro-environment visual images. These were then created as online e-cards and published in Facebook and Instagram for people to browse or download freely in order to promote Taiwan's tourist attractions, and at the same time, draw human attention to environmental protection.

Keywords—aesthetic design, online e-cards, Facebook, Instagram.

I. INTRODUCTION

Science and technology continue to advance, yet the environment is gradually being destroyed. Therefore, it is necessary to carry out essential maintenance of the island of Taiwan. Under this premise, the coasts of Taiwan were visited, and their beauty was recorded by means of photography. After editing and integrating the green concept to aesthetic design, the photographs were posted on Facebook and Instagram. It is hoped that through them, more people would be instigated to jointly maintain the environment.

Environmental greening can make human life healthier. The importance attached to the concept of green energy by the people is the key to the success of environmental maintenance. Only proper conservation of soil and water through the practice of cherishing and protection can make human survival conditions better. Therefore, this article awakens people's awareness of environmental greening in addition to the promotion of scenic attractions.

II. LITERATURE REVIEW

The Laomei Green Reef in Shimen District is located in Laomeili, Shimen District, New Taipei City. It was originally a volcanic reef left on the coast after the eruption of Datun volcano. Due to long-term wave erosion, the soft and hard parts of the soil texture became interlaced and formed longitudinal grooves. When waves caused by the northeast monsoon hit the surface of the grooves, green seaweed gradually began to grow. Every year, from March to May, a dreamy green coast is formed on the north coast. This beutiful scenery was voted by netizens as a must-see secluded spot [3] [4].

A trader interviewed 37 international travelers and found that aesthetic design can be used as a tool for tourism promotion and marketing [2]. Visual aesthetics is a critical factor in new product design so as to capture customer attention and create a positive emotional reaction that enhances customer satisfaction [1]. Furthermore, some practitioners had proposed a new method of using deep learning to automatically calculate and quantify the aesthetics of web pages, collect useful information, and develop customer sources [5].

III. CREATIVE CONCEPT

Good photography techniques can make the scenery more attractive and contribute to the promotion and tourism of attractions. However, the concept of environmental protection and cherishing of green space cannot be easily endorsed through it. This is also the dilemma faced by this article. Everyone needs to maintain and cherish the beautiful environment. If people only care about having fun and neglect environmental protection, the environment would be exhausted rapidly. Therefore, people needs to contemplate more about this.

A good creative expression can quickly selling goods, but the promotion of the concept of environmental protection does not seem to be easily visible. Whenever a case like this is encountered, the masses' attention can be drawn to environmental issues by letting more people personally participate in the vigorous promotion of the environmental protection of these beautiful sceneries. Through this method, human beings will be able to continue to have such beautiful sceneries for recreation.

Based on the above discussion, this article conducted a research on the teaching of the special project course. In this course, students worked as teams, and the topic "coast" was selected for them to propose their design and show their results.
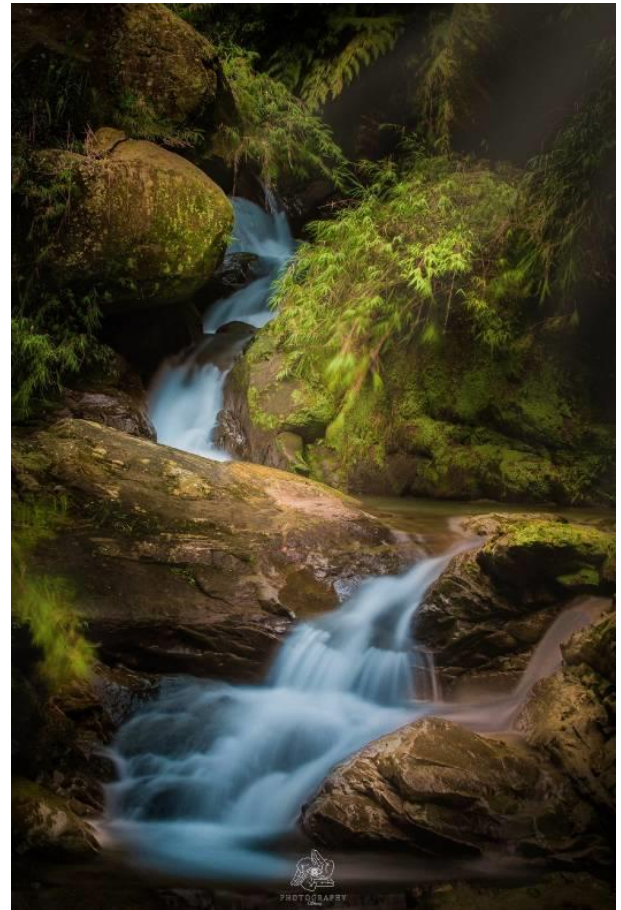
IV. DESIGN RESULTS

After visiting Taiwan's coasts, this article recorded these beautiful sceneries using photographic techniques. It promoted Taiwan to the international community through the concept of aesthetic design and conveyed the hope that people's environmental awareness could be enhanced while seeing Taiwan's beauty (figure 1).

Designer: Yi-Sheng Wang; Pei-Shan Pu; Chia-Chi Lin; Guo-Cheng Gao
Fig. 1. *design results*

V. CONCLUSIONS

In general, the results for the innovative research and development of this study are summarized and illustrated below:

(1) Visiting and recording: The coastline of Taiwan was visited, and a record of attractions was made using photography.

(2) The use of photography techniques: This article combined the concept of design aesthetics in the creation of images to make the visual presentation of the sceneries more beautiful.

(3) Emphasis on environmental protection: The beautiful visual image inscribed the usefulness of the concept of environmental protection and conveyed the importance of green environment.

(4) Application of online media: The recorded and edited works were uploaded to Facebook and Instagram for free browsing or downloading. Through these means, the visual image of Taiwan's attractions and the important concept of environmental protection were conveyed.

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