Story
FROM PAGE 1

"Story holds the power of positive persuasion — to get us to vote, believe, act, buy," said Matthew Luhn, "It has that power over us."

The workshop, said Jeffrey Luhn, teaches how to design powerful images.

"People can see a photograph or a film and they can feel joy, excitement, fear, anxiety, despair, hopelessness," he said.

Jeffrey Luhn, who for nearly 40 years has created advertising images for companies such as Apple and IBM, said understanding the visual language is key.

For example, certain shapes convey ideas, he said. Triangles, with their pointed tips, are associated with danger, which is why cartoon villains have triangular teeth, spiky ears, sharp nails, pointed collars and peaked hats, he said.

Circles are connected with calm, nurturing objects, such as the moon or a mother’s breast. Similarly, squares summon images of strength and stability, he said.

"So when we’re designing photographs, we pose people in those different shapes," said Jeffrey Luhn.

"And we choose angles that would make their face more pointy and angular if we want to interpret them as threatening. Or faces and bodies take a round shape to make them more nurturing and friendly."

ON THE NET
To view a video of Jeffrey and Matthew Luhn speaking on the power of images, visit santacruzsentinel.com and click on this story.

"Athletes, they’re blocky and square, with buff, defined muscles. We shoot them square to the camera so they look big and blocky," he said.

Another tip: to capture a person’s emotions, the camera must be within four feet of the person’s face, said Jeffrey Luhn, who has taught photography for nearly 30 years, including at Cabrillo.

That way, the camera can catch the liquid on her eyes or lips and the pulse of her miniscule facial muscles, he said.

"Zooming in doesn’t get it," said Jeffrey Luhn. "You have to be within physical striking distance."

The workshop is for anyone interested in visual communication, he said.

"Once you tap into new ways of seeing and how to speak with these symbols and pictures, your message is more understandable," Jeffrey Luhn said.

IDEOGRAPHY TALK
What: A photographer and Pixar story development director discuss how images communicate.
When: 2-5 p.m. Saturday.
Where: Cabrillo College main campus, VAPA 1001, 6500 Soquel Drive, Aptos.
Cost: $54.
Details: To register, visit tinyurl.com/ideol3.