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Professor Goetz

COMD 1112 12-3:30 PM class

Research Paper

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Research Paper

Cole Rise

Cole Rise is a photographer and entrepreneur based in San Francisco. Rise received an unexpected phone call from Instagram CEO Kevin Systrom, leading him to create the Instagram icon for one of the world's most famous applications.He was the creator of the first Instagram app icon, which was developed in 45 minutes. Rise and Kevin Systrom were friends at the time, and before Rise had begun working on the Instagram icon, Systrom had a beta of Instagram available on the iPhone for two weeks, allowing Apple to feature it on the App Store's homepage. The icon, which at the time resembled an old camera with rainbow colors running down the middle, was one of their issues.

This icon was designed by the one and only Kevin Systrom, and it was inspired by a Polaroid camera. One of the reasons he called Rise in the first place was because he needed something unique . Rise was one of the first beta testers for Instagram. Systrom had told Rise at the time that the reason they couldn't use the new symbolicon he had made was that it looked so much like a real Poalroid camera, so he asked Rise if he could buy one of his old designs that was inspired by a Bell & Howell camera, an 8mm camera from the 1950s.

Rise has worked for nearly every major company in the world, including Apple, Yahoo!, Instagram, and Polaroid, and is now a Principal Designer at Microsoft. Rise arranged and launched Polaroid Swing, a new means of capturing and sharing living memories. For Yahoo, Rise was in charge of smartphone production on prototypes of the first iPhone. He's also worked on Amazon, Sony, Motorola, and Google's software and interface design teams. He grew the platform's audience to a large size, which led to collaborations with top agencies, travel brands, and tourism boards all over the world. He created Litely, one of the most successful photo filter apps on the market, in 2014.

Cole Rise has spent several years as a filmmaker, artist, and entrepreneur. He created his first web design company at the age of 16. His images have featured in several magazines, including National Geographic. Cole Rise developed Litely because he wanted a simple, fast way to edit images from his phone without having to go back and forth between his other favorite camera apps. Rise, developed Litely to allow you to zoom in on specific sections of a frame, edit, and it was really simple to use.

Resource Links:

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