Calvin Wang

Professor Bauer

GRA 1111 – D314

Steve Job Assignment

Steve Jobs was born in San Francisco, California, on February 24, 1995, and passed away on October 5, 2011. He was many things and by that he was an American [entrepreneur](http://en.wikipedia.org/wiki/Entrepreneur), marketer, and inventor, and was also the co-founder, chairman, and CEO of [Apple Inc.](http://en.wikipedia.org/wiki/Apple_Inc.) He was a big influence in computer and smart phones. He revolutionized technology by creating devices that are used in people’s everyday life. Wither it’s for work, school, or entertainment, Steve Jobs created devices that covers all of those things.

Steve Jobs was raised in Silicon Valley. He was given up for adoption by his birth parents, Joanne Schieble and Abdulfattah Jandali. Steve was then adopted by Paul and Clara Jobs, a lower-middle-class couple. Steve grew up in a neighborhood of engineers which got him into electronics. At the age of 13 Steve meet one of the most important people in his life, Stephen Wozniak, an electronics wiz kid. Both of them quickly became friends out of common interest. When Steve went off to college he spent only one semester at Reed College before dropping out and took an interest in eastern philosophy, fruitarian diets, and LSD. He moved to a hippie commune in Oregon where his main activity was cultivating apples.

Months later, Steve returned to California looking for a job. He was hired by Atari as a young video game maker. Because of Steve’s hippie relations he smelled really bad and doesn’t get along with his coworkers. But because of Steve’s skills Atari didn’t fire him, but instead moved him to the night shift. He decided to ask his boss to fund him for a trip to India to seek enlightenment, but ended up as a disappointment. His friend Stephen Wozniak was then hired by Hewlett-Packard to him was a dream job because of all the passionate engineers just like him. When Stephen has free time he would spend it on creating his very own computer and designs. He was happy with his work and presents it to Steve. Steve was impressed and suggested that he should sell the design. From that day forward they decided to start their very own company by building computer and computer designs in Steve’s parent’s garage and the company Apple was born.

Steve Job revolutionized Art and Design and Graphic Arts. There is many ways art can be used. Rather than the typical pencil drawings, paintings, sculpture, and ETC art was used by Steve Jobs to create devices that benefit, improve, and changed people’s lives. The art and design used to create Apple products had other companies following the art and design. After the Apple iPod and iPhone came out other companies couldn’t compete with Apple. At the time BlackBerrys were the top selling phone and then came the iPhone. In order for other companies to even maintain their product they had to improvise and change their product in order to match and reach up to Apples level. Looking back at old smart phones and comparing it to the iPhone, it is pretty obvious there is a big difference in terms of design and features.

Steve Jobs did not only successfully revolutionized phones but also music players and tablets. The Apple iPod changed the way people handle and listen to music. The Apple iPod could hold up to thousands of songs and the design of the device is very appealing. The iPads changed how businesses maintain their work. A lot of businesses started using iPads to do distant meetings, calendar, email, and more. iPads are very easy to carry around and to use. It is like a laptop but a lot easier to bring along.

Steve Jobs revolutionized the way the music industry works by iTunes. iTunes is where you buy albums or tracks from your favorite classics and modern bands and artist. iTunes not only sell albums and tracks but Television shows, episodes and movies as well. All of these selections can be found in all Apple devices. It also allows people to upload their own tracks, songs, and covers on iTunes for other people to purchase them. Nowadays a lot of famous YouTube artists promote and sell their songs on iTunes. iTunes can also be obtain and used on the computer. Using iTunes as a program to play your songs and movies along with backup files saved into your iTunes account so you can jump from different computers and still have the files intact.

iTunes has many to offer which includes games, music, application, programs, and more. A lot of application code writes have been making applications for smartphones and with permission from Apple sell it on iTunes. iTunes isn’t just a program and application for games, music, applications, and programs but also advertises for that particular company. If a company releases an application and sells it on iTunes, that company is getting both publicity and their application sold.

Steve Jobs not only changed the music industry but also animation in movies. Steve bought Pixar when it wasn’t doing so well and changed it to the creation of all the animation movies we have today. Steve helped the animation movie industry by creating it with a computer. I know that sounds a bit obvious but Steve was the one who fix it. At the time Pixar was a very well-known company and still is today, but wasn’t doing so well. Pixar was successful after the first Toy’s Story and has been clipping onto that success since without any new production.

What the Pixar actually is, is a company that sells high-end computers that did the animation. That was the reason why Steve Jobs bought the company when no one else did when it was not doing so well. Steve saw potential in Pixar and decided to revive it by sharing his insight. Steve’s determination to succeed above Disney’s animation movie gave him the edge. His strive for perfection was his weapon to revive Pixar and to make it better than what it was before with Pixar’s technology.

Disney sees the potential Steve has created in Pixar and was bought by Disney. Now with Pixar and Disney making animation movies together they make amazing animations. Not to mention Toy’s Story, UP, Finding Memo, and especially Despicable Me was a huge impact to family and children movies. Without Steve Jobs stepping foot into Pixar we wouldn’t have any of these great animation movies to enjoy with our family, friends and children. Jobs once said that he thought he was a bit like Flik, the idealistic young ant in the Pixar movie “[A Bug’s Life](http://www.amazon.com/gp/product/B00007LVCM?ie=UTF8&tag=washpost-movies-20&linkCode=xm2&camp=1789&creativeASIN=B00007LVCM).” Flik saves his colony of scared ants from an army of big, angry grasshoppers.

One very important thing Steve Jobs gave to us was real choice fonts which allowed us to express ourselves digitally. He created fonts in our computers which were a big change in the world of technology, arts and designs, and graphic arts. Steve Jobs recognize the importance of fonts and focused on putting fonts into a computer screen. He was not only able to put fonts into a computer screen but also got it to print too. With the creation of fonts in computers other companies started to create other fonts for the computer. Typography was born. The influence of Steve Jobs got companies like IBM and Microsoft to create their own printers that can print out different typography from a computer.

He also gave us the first affordable computer, the Macintosh for every household. The computer also included a mouse and a graphical user interfaces. Computers at that time were very expensive and not every household had one. The Macintosh was affordable and it started to change the perception of how technology can help us.

I predict the next i(something) might be maybe a the iCamera? I say that because the camera on an iPhone, iTouch, and iPad has really good pixels and very clear. Apple already taken over the mp3 and smartphone industry, maybe they will target cameras next. I know now days everybody just takes photos with their smartphones and cameras aren’t really used as much. But if it’s Apple who will manage and make the cameras people will definitely buy it.

Camera has many uses other than the typical self-photos, food, you know pictures people would usually take and post up on Facebook, Twitter, and etc. What I’m trying to saying is if Apple did make an iCamera they should focus their target on photographers and also for typical uses of cameras, but mostly photographers. Apple is a big and very well-known company and anything they release at this point someone will buy it. I mean if you look at the recent hype of iPhone 5s and 5c and the new iPad Air, in my honest opinion looks no different than the previous iPhone 5 and iPads with just has a slight enhancement in product, people lined up for hours just to get their hands on it.

I honestly think Apple is just running out of ideas for their products maybe because of Steve Jobs passing. After Steve Jobs passed away, Apple has been releasing repetitive products with minor tweaks. A lot of people have been disappointed in their new iPhone 5s and 5c and the iPad Air. People usually first look at the design of the phone before looking at the features. A lot of people have been switching over to the Samsung Note and been dumping their iPhones. I hope Apple can come up with a new design for these products rather than making them lighter or putting in minor tweaks for the cost of an extra $100.

If the iCamera was chosen by Apple, they are really going to have to enhance their camera against the top selling camera brands out there. The could add in some kind of special features other cameras don’t have, maybe like an application system in the camera that allows them to I don’t know enhance the picture quality, allow to set a pixelated background, avatars to customize the person in the photo before taking it, and so forth. Something other cameras do not have.

Steve Jobs was a perfectionist. He was a millionaire by the time he was 25 and strived for more in technology. That was what made him who he was. He was a very hard to work with and despite that he shows and gives results. Steve Jobs was a brilliant, creative, and optimistic. His company says he is very controlling and a taskmaster. Those key features of Steve Jobs got him to create these great products that changed society forever and influence others to follow his footsteps.

Steve Jobs has altered the worlds of computers, communication, cinema, design, and creative arts. He had visionary and has a clear idea of what people wants and the needs. People respect him and love his products. You can say he dedicated his life in making technology a better use for us. The amount of change Steve Jobs has created through his life will be passed onto the next generation who will carry his legacy. His influence in changing the world of technology will be remembered.

# Bibliography

-Tracy, Grant: "KidsPost Explains Why Steve Jobs Was so Important." *Washington Post*. N.p., 06 Oct. 2011. Web. 17 Dec. 2013. <http://articles.washingtonpost.com/2011-10-06/lifestyle/35280617\_1\_steve-jobs-pixar-movie-pixar-animation-studios>.

-Michael, Learmonth: "Creativity Online." *RDF 1*. N.p., n.d. Web. 16 Dec. 2013. <http://creativity-online.com/news/steve-jobs-a-rogue-grounded-in-tradition/230315>.

-"Steve Jobs Biography." *Bio.com*. A&E Networks Television, n.d. Web. 17 Dec. 2013. <http://www.biography.com/people/steve-jobs-9354805>.

-Romain Moisescot:"Youth." *All about Steve Jobs.com*. N.p., n.d. Web. 17 Dec. 2013. <http://allaboutstevejobs.com/bio/longbio/longbio\_01.php>.

-CBS: "Steve Jobs: Revelations from a Tech Giant." *CBSNews*. CBS Interactive, n.d. Web. 17 Dec. 2013. <http://www.cbsnews.com/news/steve-jobs-revelations-from-a-tech-giant/>.

-Kary, Zate: "Steve Jobs & the Importance of Vision to Leadership." *Technology -*. N.p., n.d. Web. 17 Dec. 2013. <http://www.campaignercrm.com/en/community/blog/crm/post/steve-jobs-and-the-importance-of-vision-to-leadership/>.

-"Advertising Age." *Advertising Age News RSS*. N.p., n.d. Web. 16 Dec. 2013. <http://adage.com/article/news/apple-s-steve-jobs-dies-56/230232/?utm\_source=daily\_email>.