



# Steve Jobs

by: Jonathan Cruz

# On February 24, 1955

Steve Jobs was born in San Francisco, California. He was adopted at birth by the family of Paul Reinhold Jobs and Clara Jobs.


In 1972 Steve moved to Portland, Oregon to attend the Reed College. He then drops out of college after six months and spends the next 18 months dropping in creative classes like calligraphy.




In 1974 Jobs takes a job as a technician in Atari, Inc in Los Gatos, California. Where he worked on projects with Steve Wozniak.

The Atari logo is displayed in white on a red rectangular background. The word "ATARI" is written in a bold, sans-serif font. The letter "A" is the first character, followed by "T", "A", "R", and "I". The second "A" is stylized with a vertical line through its center, creating a unique graphic element.

**ATARI**

A decorative header consisting of four horizontal bars of different colors: yellow, purple, yellow, and red.

In 1976 Jobs and Wozniak decide to set up a shop in Jobs garage to create apple computers. Jobs and Wozniak had to sell everything they owned to pay for equipment. Jobs sold his Volkswagen bus while Wozniak sold his scientific calculator.

A decorative header consisting of four horizontal bars of different colors: yellow, purple, yellow, and red. The yellow bar on the left is thicker and has a rounded corner that extends downwards.

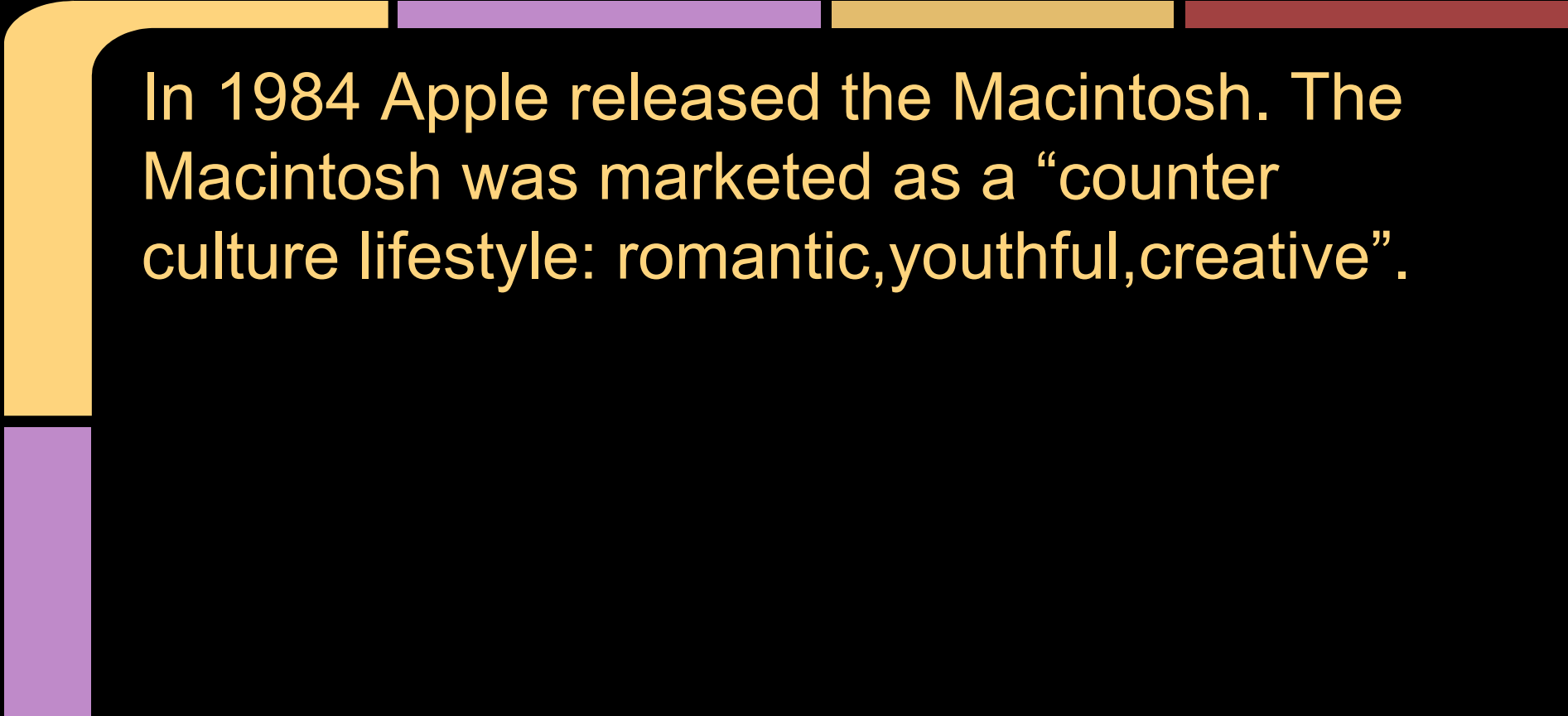
In 1976 the first models of the apple computers (Apple I) are made and then sold for about \$774,000. In 1979 the second models (Apple II) were then released making them about 139 million dollars.

In 1977 the Apple logo is created by Rob Janoff. The original logo had a rainbow theme the was used until around 1998.



In 1983 Jobs begins to try and persuade John Sculley to leave Pepsi Cola and become Apple Inc CEO. He lured him in with the line “Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?”





In 1984 Apple released the Macintosh. The Macintosh was marketed as a “counter culture lifestyle: romantic,youthful,creative”.

After a couple of months Jobs and Sculley seem to have a different view on how the company should be run. In the end Jobs is forced out of Apple which eventually made Jobs resign. Jobs then begins his own company NeXT Inc.



## In 1985

The company NeXT definitely was more advance but didn't really sell as much as expected. The company began to make software only afterwards and even helped make the itunes store usable.

## In 1986

Jobs then buys Pixar for 10 million dollars, and under his management they produced films such as ToyStory, A Bugs Life, ToyStory 2, Monsters Inc, WALL-E and even Finding Nemo.

## In 1996

NeXT is bought by Apple and Jobs is back to the company he co-founded. With the technology of NeXT and Jobs guidance, apple created new and innovative designs. The iMac is released along with other “i” products like the iPod then the iPhone.