



Shining Light Ambassador Design Technology Steve Jobs





Design Technology at Polehampton



Design and technology is a practical subject where pupils use creativity and imagination.

Through the evaluation of past and present design and technology, they develop a critical understanding of its impact on daily life and the wider world.

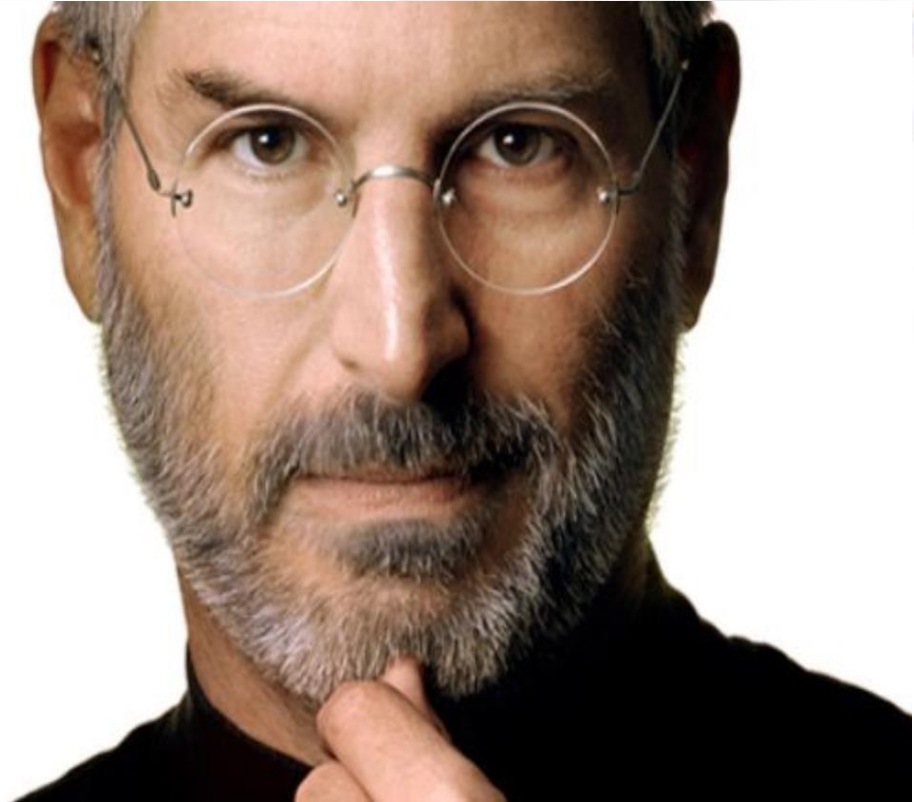
Pupils design and make products that solve real and relevant problems, considering their own and others' needs, wants and values.

Design Technology requires pupils to draw upon other subjects including mathematics, science, computing and art.



Steve Jobs

“It is not just what it looks and feels like.
Design is how it works.”



Who was Steve Jobs?

Steve Jobs was a **charismatic pioneer of the personal computer era**. With Steve Wozniak, Jobs founded Apple Inc. in 1976 and transformed the company into a world leader in telecommunications.

Widely considered a visionary and a genius, he oversaw the launch of such revolutionary products as the iPod and the iPhone.



Early life

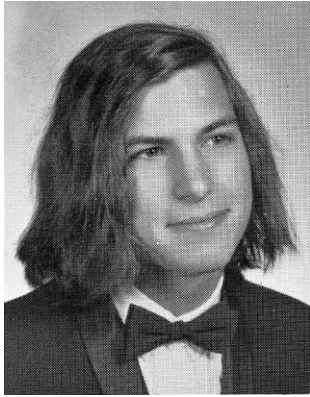


As a child, Steve liked reading, swimming, music, and practical jokes. He also spent a lot of time building electronics.

As a young teenager, he got a summer job at an electronics company.

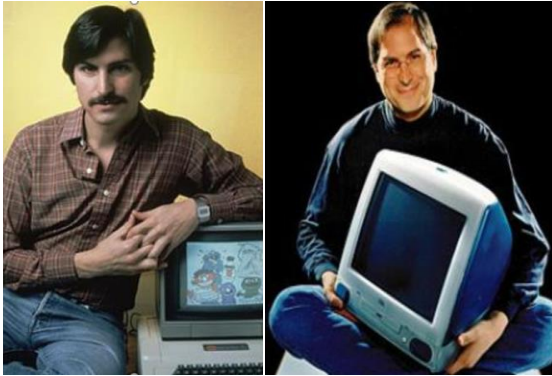
In high school, he joined an electronics club whose members were called “wireheads.”

In 1974 he worked at Atari, a video-game company. Later that year, he began working with an old friend named Stephen Wozniak.





Jobs and Wozniak built a computer in Jobs's garage. They called it the Apple I.



Apple, soon became one of the top companies in the United States.

In 1984 Apple introduced the Macintosh, or Mac. It featured a mouse and a picture-based screen. The Mac did not sell as well as personal computers that used Microsoft software. The directors of Apple fired Jobs in 1985.



Jobs formed a new computer company called NeXT. He also bought Pixar, which made computer animated movies. Pixar's success made Jobs a billionaire.





In 1997 Jobs was asked to lead Apple once again, where he worked with Johnathan Ive.

The pairs popular new products—including colourful iMac computers and laptops—saved Apple.

In 2001 the iPod quickly became the top-selling portable music player. The iPhone was released in 2007. It could be used to make phonecalls, access the internet, play music, and more. In 2010 Apple began selling the iPad, a tablet computer.





Sadly, Steve Jobs died on 5th October 2011.

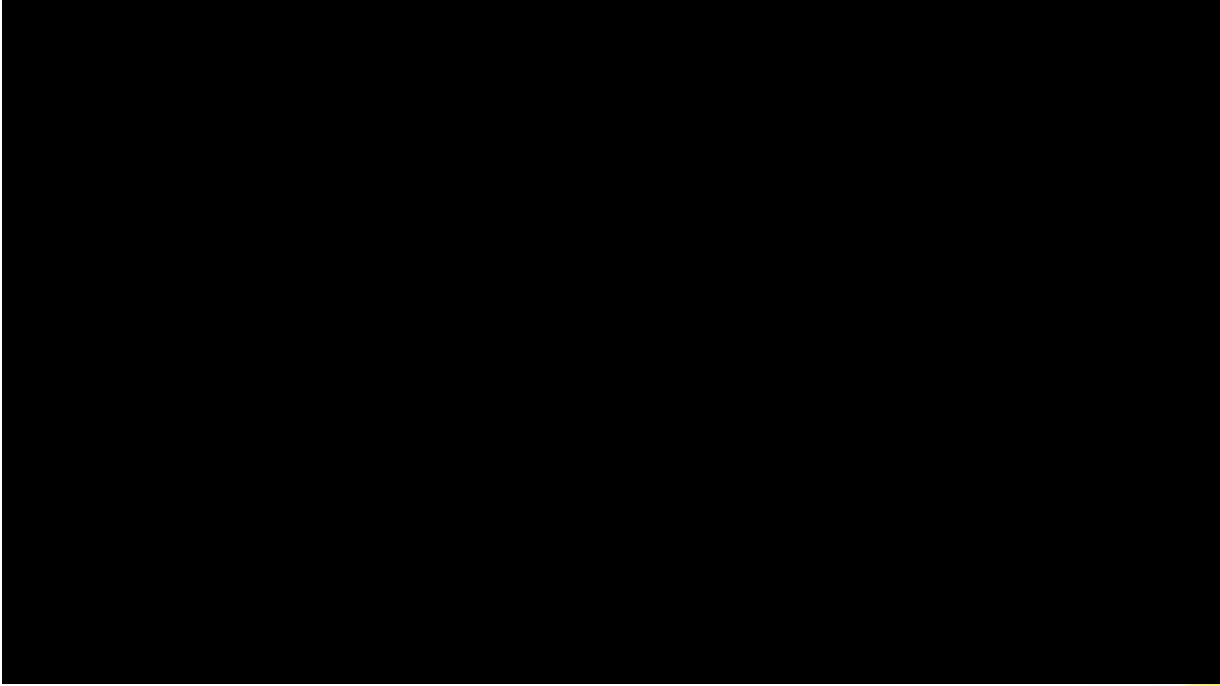




Steve Jobs Shining Moments

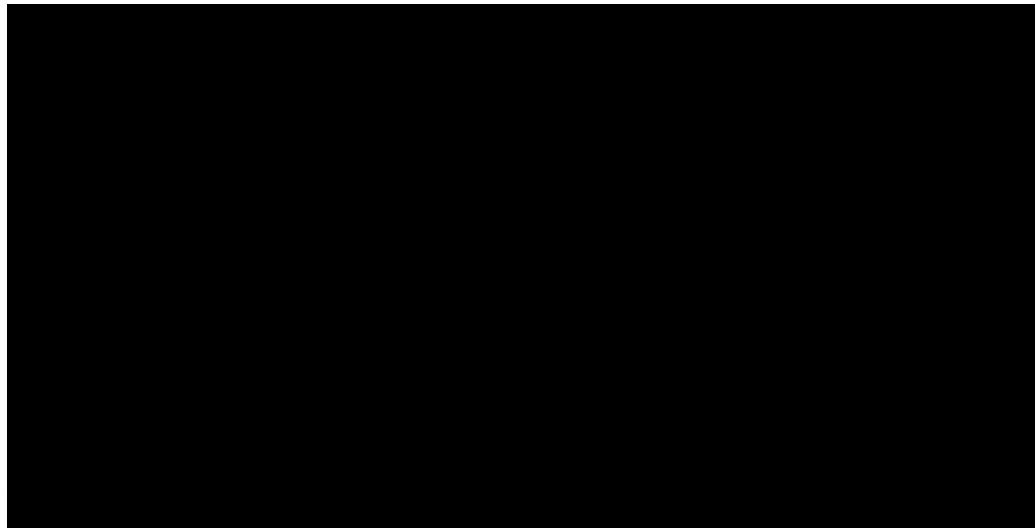
- Steve Jobs made a huge impact on technology, as well as on our everyday lives.
- His inventions transformed tech and communication.
- He introduced the built-in screen and mouse to computers.
- He brought portable music to the masses.
- He was behind the successful animation studio PIXAR.

What is the role of the designer? Jonathon Ive at Apple





How can you be inspired at Polehampton?
What would your bag and pencil case design include?





A Spotlight on Steve Jobs

