29: Current Designers: Jobs and Ive

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Today:
> Pod time, talk about your project progress. Any roadblocks?
> Natalie Jagelski on Dorothy Draper
> Continue Steve Jobs and Jonny Ive

Current Designers of Note

Dyson

Apple: Steve Jobs, Jonny Ive

Elon Musk
David Kelly IDEO/Stanford D-school
Tommy Bahama: clothing

Zaha Hadid: Curved architectures and shoes

Buckminster Fuller
Rick Owens: Fashion
Alexander McQueen: Strange fashion
Walt Disney
John Fluevog: Shoes (From Prof. Miller)
Temple Grandin: animal handling systems

Philipe Starck

Karim Rashid

Ross Lovegrove

Yves Béhar

Horacio Pagani

Dieter Rams (Braun)
Chris Precht architect
Ben Burtt audio design for film
Virgil Abloh shoes and men's design (Vitton)
Renzo Piano architect
David Kelly IDEO/Stanford D-school
Don Norman; ideas on design. Everyday things
Netflix: Abstract (binge worthy) episode season 1 Bjarke Ingels or Paula Scher
Thomas Heatherwick architecture Beehive

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When you think of design exemplars, if you don't think of chairs immediately, you think of Apple products:

Steve Jobs Jonny Ives

Steven Paul "Steve" Jobs (/ˈdʒɒbz/; February 24, 1955 – October 5, 2011) was an American entrepreneur, businessman, inventor, and industrial designer. He was the co-founder, chairman, and chief executive officer (CEO) of Apple Inc.; CEO and majority shareholder of Pixar;[2] a member of The Walt Disney Company's board of directors following its acquisition of Pixar; and founder, chairman, and CEO of NeXT. Jobs and Apple co-founder Steve Wozniak are widely recognized as pioneers of the

microcomputer revolution of the 1970s and 1980s.

Content from
Isaacson, Walter. *Steve Jobs*. 1 edition. New York: Simon & Schuster, 2011.

Background shockingly like mine, up to a point.

Adoptive dad liked to fix up cars. Strong craftsmanship ethic; even the backs of cabinets had to be nice. This showed up in Jobs' aesthetic much later; inside the Macintosh.

'… he scrutinized the printed circuit board that would hold the chips and other components deep inside the Macintosh. No consumer would ever see it, but Jobs began critiquing it on aesthetic grounds. "That part's really pretty, but look at the memory chips. That's ugly. The lines are too close together."
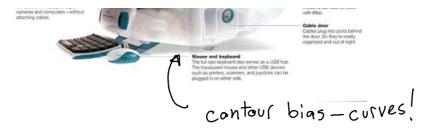
One of the new engineers interrupted and asked why it mattered…Jobs reacted typically. "I want it to be as beautiful as possible…" ' pg 133

https://www.thinkclassic.org/viewtopic.php?id=89

Circuit board was made visible in iMac 1998

cameras and computers—without
attaching cables.

Cable door
Cables plug into ports behind
the door. So they're really
organized and out of sight.

Mouse and keyboard
The full-size keyboard also serves as a USB hub.
The translucent mouse and other USB devices
such as printers, scanners, and joysticks can be
plugged in on either side.

contour bias—curves!

As a kid, Jobs hung out with his dad in the garage, but didn't get dirty much. Did get exposed to electronics; liked junkyard shopping, including negotiations.

Lived in Mountain View, CA Bay Area, in a mid-century modern home designed by Joseph Eichler, a Frank Lloyd Wright follower: simple modern homes for the American 'everyman'. Floor to ceiling windows, open floor plan, exposed post-and-beam construction, heated slab floors, sliding glass doors. Address from age 0-9 yrs not exactly known, but this is an example Eichler:

Photo *Eichler Social*
http://inhabitat.com/steve-jobs-modern-childhood-home-may-have-incubated-his-design-vision/

Jobs said "Eichler did a great thing. His houses were smart and cheap and good. They brought clean design and simple taste to lower-income people… I love it when you can bring really great design and simple capability to something that doesn't cost that much. It was the original vision for Apple. That's what we tried to do with the first Mac. That's what we did with the iPod" pg 7.

Can you trace your early influences on your design thinking? Some positive, some negative. Some of you commented on this in your 'Personal Aesthetics' post.
Breakout rooms: 10 minutes?

At age 9 the Jobs moved a few miles to the house with the famous garage where the first 5K Apples were assembled, now an historic site, but probably not an Eichler:

http://www.cnn.com/2013/10/30/tech/innovation/steve-jobs-historic-home/

Steven Jobs was a very bright kid, but erratic in school. Was in the high school electronics club where he met Woz, Stephen Wozniak. First product was a Blue Box, used to hack long distance from the phone company. Jobs scrounged parts, Woz built them. Sold them at colleges until a gun incident made them stop their walk on the dark side.

Jobs went to Reed College as a student briefly. Became a hippie, took LSD, became a vegetarian, Zen Buddhist, and worked in an organic apple orchard (hence the name, and Macintosh).

Dropped out, but sat in on a calligraphy course that had a big impact on him, led to awareness of fonts later. "If I had never dropped in on that single course in college, the Mac would never have had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them."
"Taking LSD was a profound experience, one of the most important things in my life. LSD shows you that there's another side to the coin, and you can't remember it when it wears off, but you know it. It reinforced my sense of what was important - creating great things instead of making money, putting things back in the stream of history and of human consciousness as much as I could." pg 41

After finding a guru in India, came back and worked at Atari with Woz. 'The Atari experience

helped shape Job's approach to business and design. He appreciated the user-friendliness of Atari's insert-quarter-avoid-Klingons game' pg 54.

1975, the first personal computer kit came out, the Altair. This inspired Woz to design a similar kit, using cheaper parts. This became the Apple I. Jobs started helping him get parts. Woz was in the Homebrew Computer club. Today we would call it an open source maker space. Philosophy was free exchange of information and techniques. Bill Gates and Paul Allen wrote the operating system for the Altair (later to become Microsoft), and was appalled that the Homebrew club used it without paying them. Jobs also did not share the ethos, despite his hippie aesthetic. He convinced Woz to stop giving his plans away and start Apple with him instead.

How do you view the differences between Microsoft/PC and Apple? In ethos? In aesthetic? (Ethos (/ˈiːθɒs/ or US /ˈiːθoʊs/) is a Greek word meaning "character" that is used to describe the guiding beliefs or ideals that characterize a community, nation, or ideology. https://en.wikipedia.org/wiki/Ethos)