

Lights, Camera, Media Literacy!

THE PIXAR STORY

By Leslie Iwerks

When you hear the phrase or statement ("in quotes"), place a checkmark next to it.

- 1) "The art challenges technology. Technology inspires the art."
- 2) "The best scientists and engineers are just as creative as the best storytellers."
- 3) "This marriage of art and science was the combined dream of three men... the creative scientist Ed Catmull, the visionary entrepreneur Steve Jobs, and the talented artist John Lasseter."
- 4) "The teachers at Cal Arts were none other than Disney's legendary collaborators from the 1930's known as "The Nine Old Men" who taught the essence of great character animation."
- 5) "*TRON*, a live-action feature using the latest computer technology, was screened for employees at the [Disney] studio."
- 6) "Computer animation excited me so much. I wasn't excited about what I was seeing, but the potential I saw in all this."
- 7) "If it had never been done before doesn't mean it can't be done."
- 8) "...no one wanted to do it except for Lasseter."
- 9) "He got fired, because, honestly, the studio didn't know what to do with him."
- 10) "During a lot of the early days, artists were frightened of the computer."
- 11) "In the 1960's, the University of Utah set up one of the first labs in computer graphics, headed by the top scientists in the field."

- ___12) "Here was a program in which there was art, science, programming altogether in one place, a new field. It was wide open. Just go out and discover things and explore right at the frontier."
- ___13) "Ed's computer-animated film of his own left hand was the first step in the development of creating curved surfaces, wrapping texture around those surfaces, and eliminating jagged edges."
- ___14) "Alex Schure, the president of New York Tech, hired Ed to spearhead the new computer graphics department to develop paint programs and other tools to create art and animation using the computer. Ed himself developed software called '**Tween**' to transform hand-drawn animation into a digital medium."
- ___15) "George Lucas brought Ed Catmull aboard to form a new computer division at Lucas Film to invent digital production tools..."
- ___16) "...you somehow have to get all that data in the computer. All the geometry, no matter what, whether it's hairs or skin or whatever is broken down into millions of little triangles that are so small it would just be a speck on the screen."
- ___17) "I had gone to this computer graphics conference at the Queen Mary. I'll never forget it. We walk in and I was just so depressed, because... like... all these dreams for the last two or three years kind of were shattered. And Ed Catmull was a speaker at this conference and he comes up and he was so excited."
- ___18) "This was the first time we really had a chance of getting a real animator."
- ___19) "John was hired on the spot..."
- ___20) "I came in there and immediately I was intimidated by all the people who were around me. I mean, there are PHD's everywhere around me."
- ___21) "I was inspired looking at the limitations of what I had to work with and then I went back at looked at the early Mickey Mouse. It's geometric shapes."

- __22) "John inspired the technical team to create new software that would enable him to animate the squash and stretch movements he learned from traditional animation."
- __23) "Art challenges technology. Technology inspires the art."
- __24) "...Ed's team developed the Pixar image computer...the most powerful graphics computer of its day. Its software transformed high resolution imagery into 3-D. It was used in medical imaging and satellite photo analysis."
- __25) "To keep the team together, Ed and Alby gained Lucas's support to spin off the division and call it Pixar."
- __26) "Steve Jobs took a chance and invested ten million dollars to launch Pixar."
- __27) "In 1989, Bill Reeves and John Lasseter took home their first Oscars for best animated short subject and the first ever awarded to a computer-animated film."
- __28) "...Pixar invented CAPS, a digital ink and paint system which brought new technical advances to 2-D animation."
- __29) "Pixar's software RENDERMAN was also getting industry acclaim for the creation of photo-realistic special effects..."
- __30) "In 2000, the technical team garnered the first Oscar ever awarded for computer-animated software."
- __31) "...Disney offered the Pixar team the chance to finally fulfill their dream by creating the world's first computer-animated feature film."
- __32) "Ignorance was bliss. We did not know what we didn't know."
- __33) "There's something about having the artists and the technical working together that is exciting."

- __34) "Through new technological advancements, Pixar artists transformed fifty original crowd shots into four hundred thirty-one and brought an epic of miniature proportions to the screen."
- __35) "Our business depends on collaboration."
- __36) "We knew we wanted fur and we had no idea how to do it."
- __37) "Each film has its own technical hurdles that we have to overcome."
- __38) "We spend the first two and a half years making these films doing nothing but working out the stories."
- __39) "If you name the ten most difficult things to do in [computer] animation, we had them all and large amounts of them all...humans, hair, fabric, hair and fabric underwater, hair and fabric blowing through the air..."
- __40) "The \$ 7.4 billion acquisition deal provided Steve Jobs a seat on the Disney board as the company's largest shareholder, made John Lasseter chief creative officer, and Ed Catmull president of Disney and Pixar Animation Studios."
- __41) "There are so many young people today that want to be animators."
- __42) "Most overnight successes took a long time."