

Pixar



**ASSIGN  
BUSTER**

Introduction Burrows (2003) stated, in 1986, Steve Jobs brought the computer division from Lucasfilm and formed Pixar. According to Price (2008, p. 7) it loses a lot of money for its first ten year. Morse (2002) mentioned, unlike most people in the industry, Jobs understood the potential of computer graphics for animation. As Burrows and Grover (2006) argued, in the world where many speculated that the use of computer generated graphics instead of hand-drawn illustration would spell the end of animated children??™s film. Pixar believed that they could use computer animation to create film length movies, even when many in Hollywood and at Disney thought computers could never deliver the nuance and emotion of hand drawn animation.

According to Pixar (1991), it teamed up with Disney and signed an agreement to develop, produce and distribute a film, based on the Tin Toy characters, called Toy Story, which would be the first of three full-length computer-animated feature films. Since then, Holson (2004) commented that Disney has relied on films produced by Pixar to contribute as much as half of Disney??™s operating income in filmed entertainment. Barnes (2004) reported many people assumed when Disney bought Pixar in 2006 for \$ 7. 4 billion, the deal would not worked out, as in most big media takeovers during that time. Fonda (2006) adds that Disney animation division is a shadow of itself in its Lion King Glory years. According to Shepard, (no date, p.

2) Pixar having distributed ten highly popular entertaining animated films from 1995 through 2009, notably the Toy Story in 1995, was considered by many as king of the animation world. Barnes reported (2008) when Disney acquired Pixar, it welcomes and embraces Pixar??™s unique culture. Bob Iger, CEO of Disney, had also agreed to an explicit list of guidelines for

protecting Pixar's creative culture and even stipulated that the sign on Pixar's front gate would remain the same.