

Steve Jobs' 2005 Stanford Commencement Address | Part 04

Texto para mineração e treinamento:

Let me give you one example: Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had **dropped out** and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and sans serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating. None of this had even a hope of any practical application in my life. But ten years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography.

Texto linha a linha para aula:

Let me give you one example:
Deixe-me dar a vocês um exemplo:

Reed College at that time offered perhaps the best calligraphy instruction in the country.
a Universidade de Reed naquela época oferecia talvez as melhores instruções de caligrafia no país.

Throughout the campus every poster, every label on every drawer,
Em todo o campus todos os cartazes, toda etiqueta em toda gaveta,

A palavra "throughout" quer dizer "em todo", "por todo", "ao longo de", etc.

*They export their products to markets throughout the world.
Eles exportam seus produtos para mercados em todo o mundo.*

*The museum is open daily throughout the year.
O museu está aberto diariamente ao longo de todo o ano.*

was beautifully hand calligraphed.
era lindamente escrita com caligrafia manual ("caligrafada manualmente").

Because I had dropped out
Porque eu tinha abandonado (a universidade)

and didn't have to take the normal classes,
e não tinha que fazer as aulas normais,

I decided to take a calligraphy class to learn how to do this.
eu decidi fazer uma aula de caligrafia para aprender como fazer isso.

I learned about serif and sans serif typefaces,
Eu aprendi sobre as famílias tipográficas serif e sans serif,

about **varying the amount of space between different letter combinations**,
sobre **variar a quantidade de espaço entre diferentes combinações de letras**,

about **what makes great typography great**.
sobre **o que faz uma ótima tipografia (ser) ótima**.

It was beautiful, historical, **artistically subtle**
Era bonito, histórico, **artisticamente sutil**

"subtle" significa "sutil", "discreto", "delicado", etc. Observe os exemplos:

*There are subtle differences between the two versions.
Há sutis diferenças entre as duas versões.*

*I decided to try a more subtle approach.
Eu decidi tentar uma abordagem mais sutil.*

in a way that science can't capture,
de uma maneira que a ciência não consegue capturar,

and I found it fascinating.
e eu achei aquilo fascinante.

None of this had even a hope **of any practical application in my life**.
Nada disso tinha nem mesmo uma esperança **de qualquer aplicação prática em minha vida**.

But **ten years later**,
Mas **dez anos depois**,

when we were designing the first Macintosh computer,
quando nós estávamos projetando o primeiro computador Macintosh,

O verbo "design" em inglês significa "criar" ou "projetar". Observe os exemplos:

*He designed and built his own house.
Ele projetou e construiu a própria casa.*

*The method is specifically designed for use in small groups.
O método é especificamente feito/projetado para uso em pequenos grupos.*

it all **came back to me.**
isso tudo **voltou para mim.**

And **we designed it all into the Mac.**
E nós **projetamos/fizemos tudo isso no Mac.**

It was the first computer with beautiful typography.
Foi o primeiro computador com linda tipografia.