



Apple celebrates its 50th anniversary! (April 15, 2026)

TEACHING GUIDE

What? The 50th anniversary of Apple, the company known for its phones, computers, and tablets.

Who? Steve Jobs, Steve Wozniak, and Ronald Wayne, the founders of Apple, as well as the millions of people who use their products.

Where? In the United States, where Apple was founded, but also all over the world where its products are used.

When? April 1, 1976 (50 years ago).

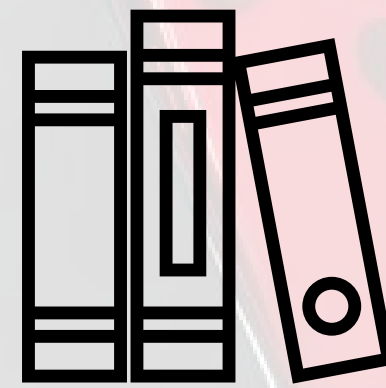
Why is it important? Because Apple has transformed the way we communicate, work, and learn with technology.

For this activity, your goal will be to learn more about Apple.



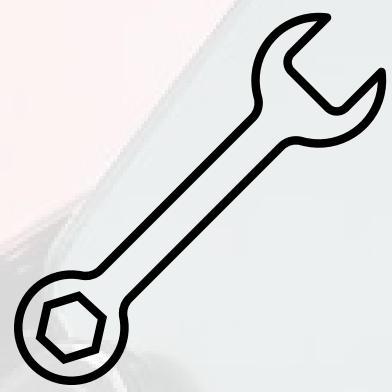
OBJECTIVES

- Discover the history of Apple and its iconic products
- Understand how a logo can evolve over time
- Recognize the major cell phone manufacturers worldwide
- Interpret a pie chart
- Solve simple math problems related to real-world data



SUBJECTS

- **Social Studies / History**
 - The History of Technology
 - A Company and Its Evolution
 - The Impact of Innovation on Society
- **English**
 - Reading and Comprehension
 - Short Answers
 - True or False with Justification
- **Mathematics**
 - Reading Pie Charts
 - Percentages and Fractions
 - Multiplicative Comparison
 - Calculating a Part Out of a Large Number



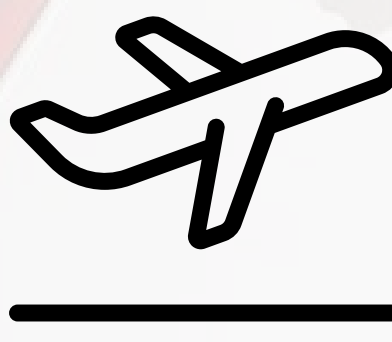
COMPETENCIES

- Research and interpret information (video, text, image)
- Identify factual information from audiovisual documents
- Distinguish between truth and falsehood using reliable sources
- Read and interpret graphs
- Perform calculations with percentages and large numbers
- Produce short and precise answers



DURATION

- Approximately 60 minutes



GETTING STARTED

- Ask students if they own or use an Apple device at home.
- List the Apple products they are familiar with (iPhone, iPad, Mac, AirPods, Apple Watch, etc.).
- Ask: "How do you imagine a 50-year-old company?"
- Show an image of Apple's current logo and ask students if they recognize the brand.



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QUESTIONS AND ANSWERS

STEP 1 — A History to Discover. Watching of a video and identification of Apple's iconic products.

Q1 — 1976

Q2 — Macintosh

Q3 — 1998

Q4 — iPod

Q5 — 2007

Q6 — 2015

STEP 2 — An Evolving Logo. Watching of a video about the history of the Apple logo and answers to true or false statements.

Q7 — False (the first logo depicted Isaac Newton under an apple tree)

Q8 — True (Apple's rainbow logo was used for over 20 years, from 1977 to 1998)

Q9 — False (the rainbow colors were a tribute to the Mac's color display, not to a dessert)

Q10 — True

STEP 3 — A Global Leader. Analysis of a pie chart and solving of math problems.

Q11 — 2.5 times ($20\% \div 8\% = 2.5$)

Q12 — Yes ($13\% + 8\% + 8\% = 29\%$, which exceeds Apple's 20%)

Q13 — $1,262 \div 5$ (or $\times 20\%$) = approximately 252 million




WRAPPING UP

- Conduct a group discussion to review what the students have learned.
- Discuss what surprised them (the company's age, the evolution of its logo, sales figures).
- Ask: "Do you think Apple will still be as popular in 50 years? Why?"
- Make connections with other technology companies the students are familiar with (Google, Samsung, Microsoft, etc.).



FURTHER EXPLORATION

 *Steve Jobs Biography for Kids: From Garage to Global Innovation.* Kidzoneer
https://youtu.be/QHi_z9xINL8?si=ycNaxoB0Sb6GL0Hk

