



# Me, My Selfie and I

How did a tiny 0.3MP camera bridge the gap between Rembrandt and Kardashian?

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In 1433, an artist by the name of Jan van Eyck revolutionised the art world forever. He flipped the subject matter of his works away from subjects such as landscapes and posed models, but looked to himself. Hence, the self-portrait was born. His painting Portrait of a Man in a Turban to date, is the earliest known self-portrait painting recognised by art historians. It captured a bloodshot gaze directed straight towards the viewer creating a stark sophisticated image of the artist. Once upon a time, the art of self-portraiture was a symbol of wealth and class; a way to show off one's self to fellow upper-class folk. Today, the selfie has become the very foundation at which we judge and consider not only ourselves, but everyone around us. But how did we get there? Who is to blame?

On the 24 June 2010, Steve Jobs unveiled a ground-breaking stepping stone in the world of technology. The iPhone 4 marked a significant leap forward at that time, combining all the dreams of one man and his company into your pocket. Not only

did he introduce a 3.5" touch screen with 640 by 960-pixel resolution, only a 9mm thickness, Wi-Fi, Bluetooth, GPS and an 8GB storage, but a 0.3MP front-facing camera; a first of its kind in a smartphone. That design choice spurred on one of the largest cultural shifts of the last 50 years. No longer did you need to rely on someone to take your photo for you, you had all the power. The ability to show others where you were or who you're with has never been easier. Here, the selfie was REBORN.

The iPhone has had a significant impact on this cultural craze due to two things:

1. The ease at which someone can take a photo of themselves/a group
2. The ability to share it and post it onto social media

The advancement of technology within the iPhone allowed users to be able to connect and experience technology like they never have before. With its ability to connect to the internet, you had access to the whole

of the internet straight from your pocket. The ease at which a photo could be taken was now also matched and partnered with the birth of the modern day social media. Apps such as Facebook, Instagram and Snapchat circled around a user's ability to take and share photos, giving people insight into each other's lives. As the years have gone on, the structure of social media has circled around photo sharing and viewing. Snapchat, an app based purely on photo sharing and selfie taking. Instagram, a platform for photography to be exhibited and presented. Both of those platforms allowing users to play with augmented reality as the introduction of 'filters' gives users the ability to make their faces look distorted or enhanced in some way.

Without Apple, these advancements wouldn't have happened. They were the first to introduce a UI of this kind, the revolutionised the 'app' and what that stands for and finally they made sure that if someone copied, that they would come back and do it better again.

Now in 2017, Apple continue to advance the ability to take professional looking self-portraits with the new iPhone X and its ability to simulate high-quality low-aperture photography as well as simulate studio lighting. All this, to show yourself off and share with the internet, how good you look right now.

So gone are the days where you had to hire someone to paint your portrait or learn how to paint so you can paint yourself. Your chance to share yourself and capture a certain moment in your life is sitting in your pocket on the front of your little glass and metal device. In 2017, a 0.3MP camera may sound like nothing and feel insignificant, but what it represents, is the bridge between Renaissance self-portrait paintings and nude bathroom selfies.



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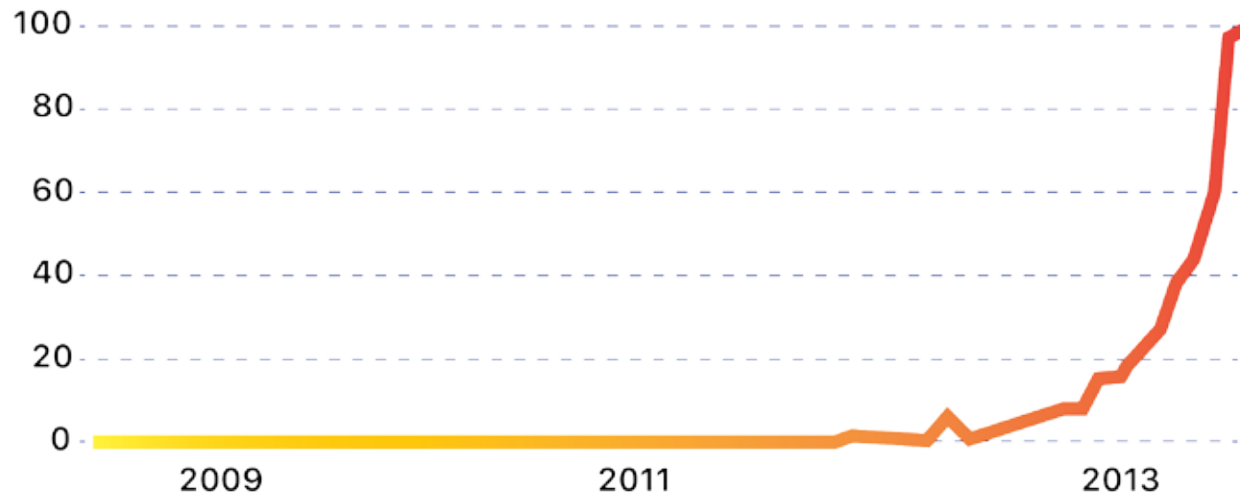
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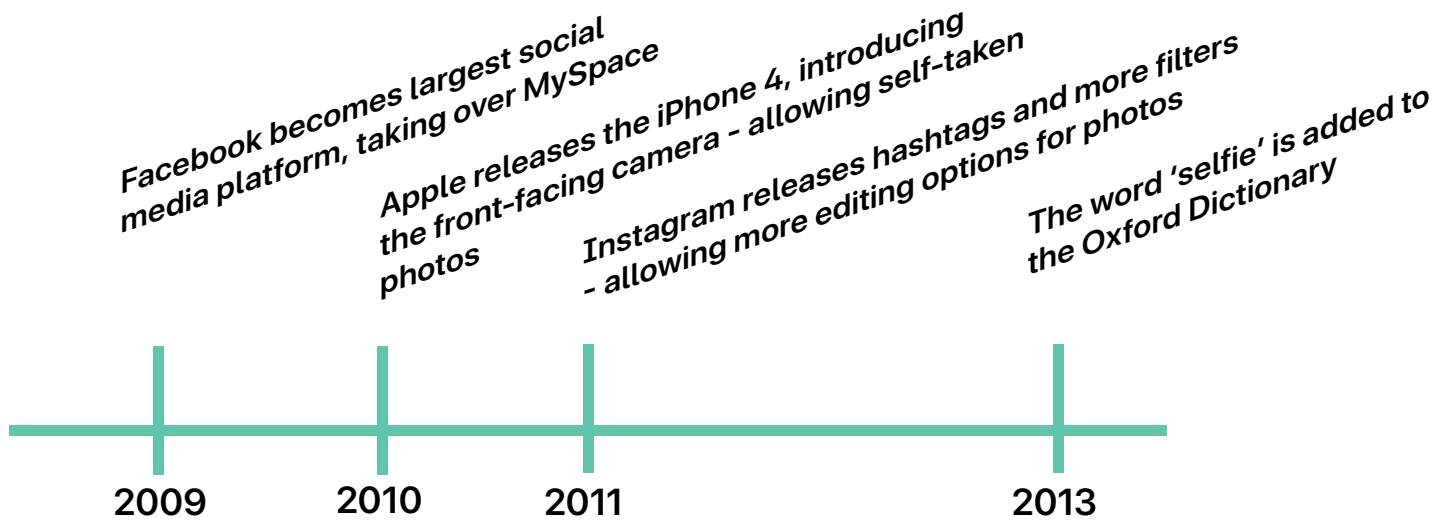
# iPhone Front-Facing Camera Evolution



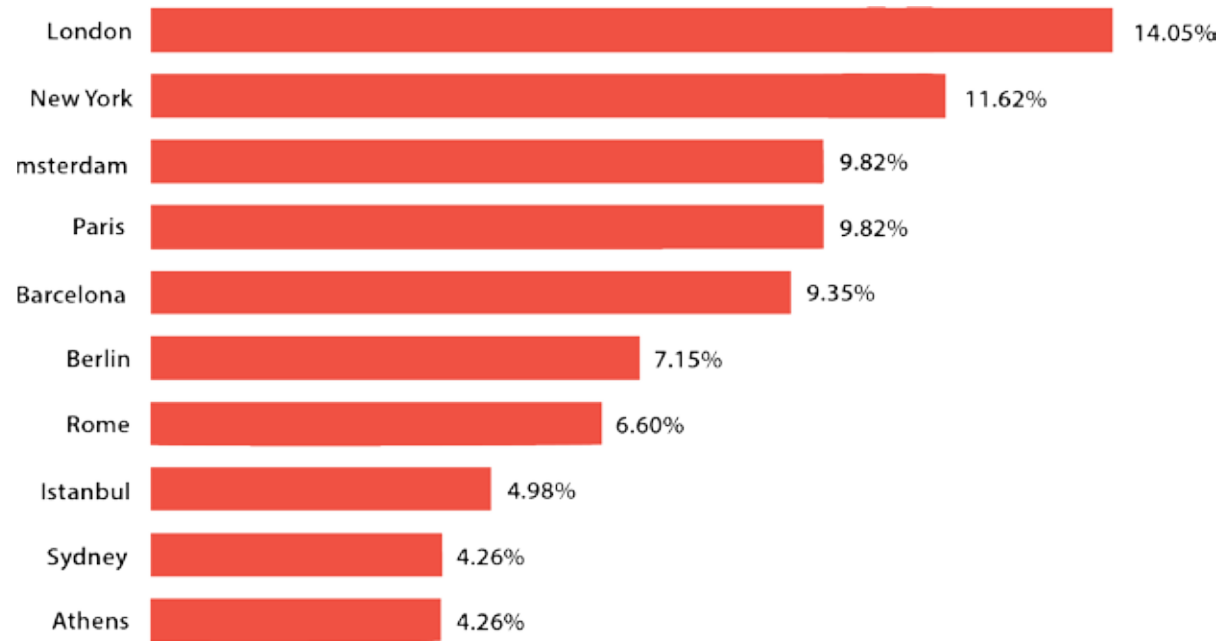
# Google Trend



# Selfie Timeline



# Most Popular City to Take Selfies in



# Top 5 iPhone Apps for Selfies



Snapchat



FaceTune



Candy Cam



Snapseed



Camera App