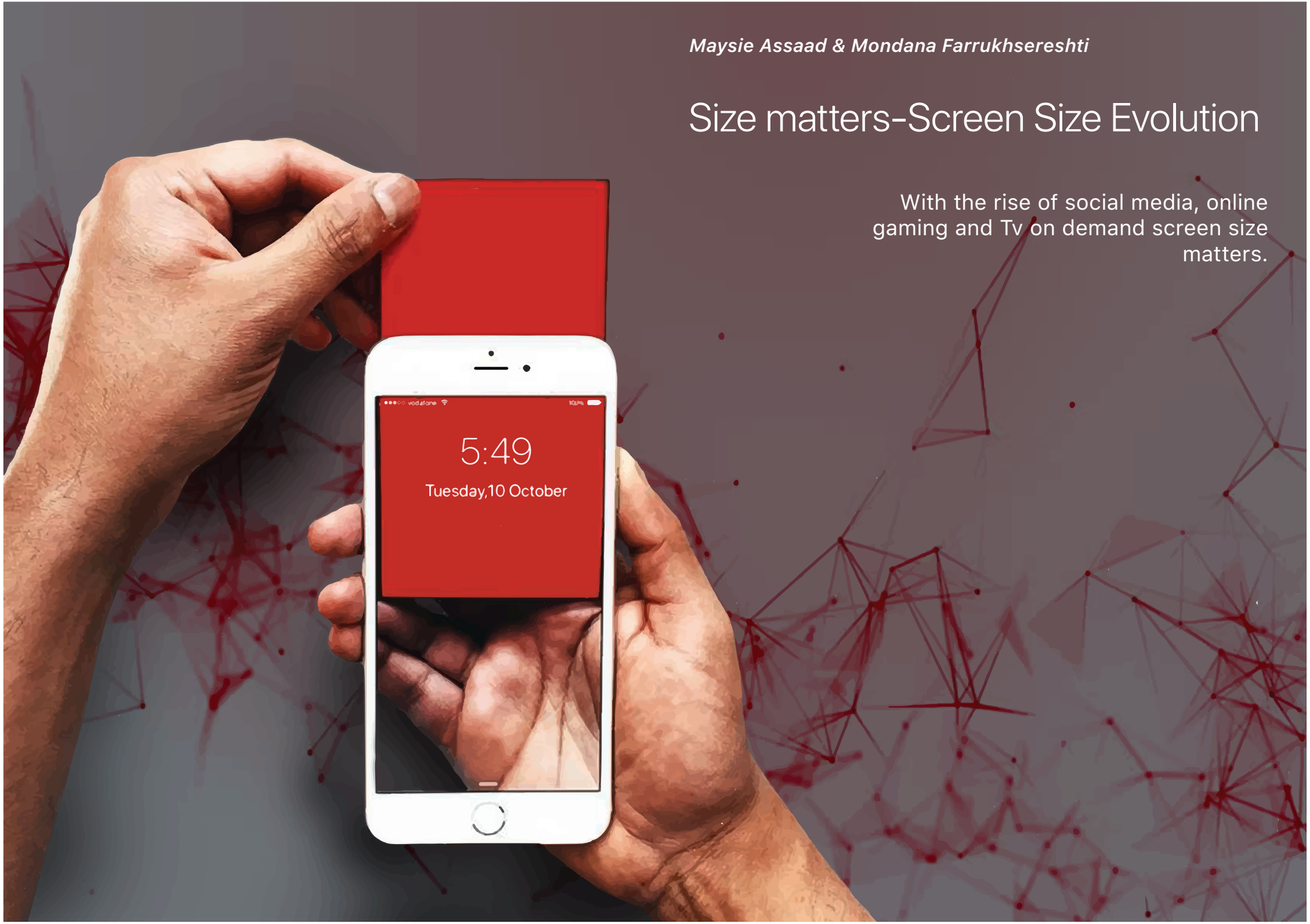
Maysie Assaad & Mondana Farrukhsereshti

Size matters-Screen Size Evolution

With the rise of social media, online gaming and Tv on demand screen size matters.



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The rise of smartphone technology has led to an evolution in culture and driven the need for phone **colour**, **size**, and **screen**. Smartphone technology has driven the rise of social media and thus, phone size, colour, and screen has grown in importance and created a 'visual culture' in society. Everyone who owns and uses smartphones is now able to become active by content providers. The evolution of size, colour, and screens has driven many parts of Apple's growth. They have seen the trend and lead technological advances to outdo their competitors. The iPhone features many different colours, sizes, and screen sizes.

The culture of the smartphone in terms of sizes, colour and screen improved with the expansion of knowledge as well as the passage time. The very first iPhone was released in 2007 and the iPhone risen to the top of the smartphone market partly by eschewing the keypad for touchscreen and by adding advanced computer-like capabilities that hadn't been seen before, setting the standard for the modern device. Now apple have launched many other iPhones in different **sizes**, **colours**, and **screens** e.g. when Apple launched the **iPhone 5c** in 2013, it was the only iPhone to come in five different colour options: blue, green, pink, yellow and white. The biggest difference was having the significantly larger screen and offering an even larger size called **6 Plus** in the next year's release. When Apple launched the **iPhone 6** the slogan was 'bigger than bigger'. The thickness of the **iPhone 6** is 7.1mm, weighing 142g and the **Plus** is 7.3mm, weighing 192g.

In 2009 when Apple released the iPhone 3GS it was physically similar to the iPhone 3G but it was faster hence the 'S' for speed and it also had a faster processor and a better display of colour. iPhone 4 (2010) still had a 3.5-inch display, same as the others, but it had more than twice the screen resolution, it was the first iPhone with a so-called 'Retina Display'. In 2012 when Apple released the iPhone 5 it was a lightweight phone with an aluminum body and it had a taller, 4 inch screen and a higher resolution. With the iPhone 5s it was the very first iPhone with a Touch ID. The iPhone 5c is the 7th iPhone designed with the weight of 132g with the dimensions of 4.9in in height and 2.33in in width. Apple has launched many other iPhones in the following years with more colors and different size screens. Apple has continued to push colour forward, giving the consumer more colour options like white, black, jet black, silver, and rose gold. Apple enhances the quality of the iPhone with size, that's why size matters.

In Conclusion the articles "The Evolution of the iPhone every model from 2007-2016" by Conner Carey and "10 years of iPhone evolution of a small wonder" by Chris Griffith both discuss the Apple timeline in terms of the iPhone, talking about its size, colour, when it was made, and what materials were used. In the articles, it tells us the exact measurement of each iPhone created e.g. of height, width, and the screen display.

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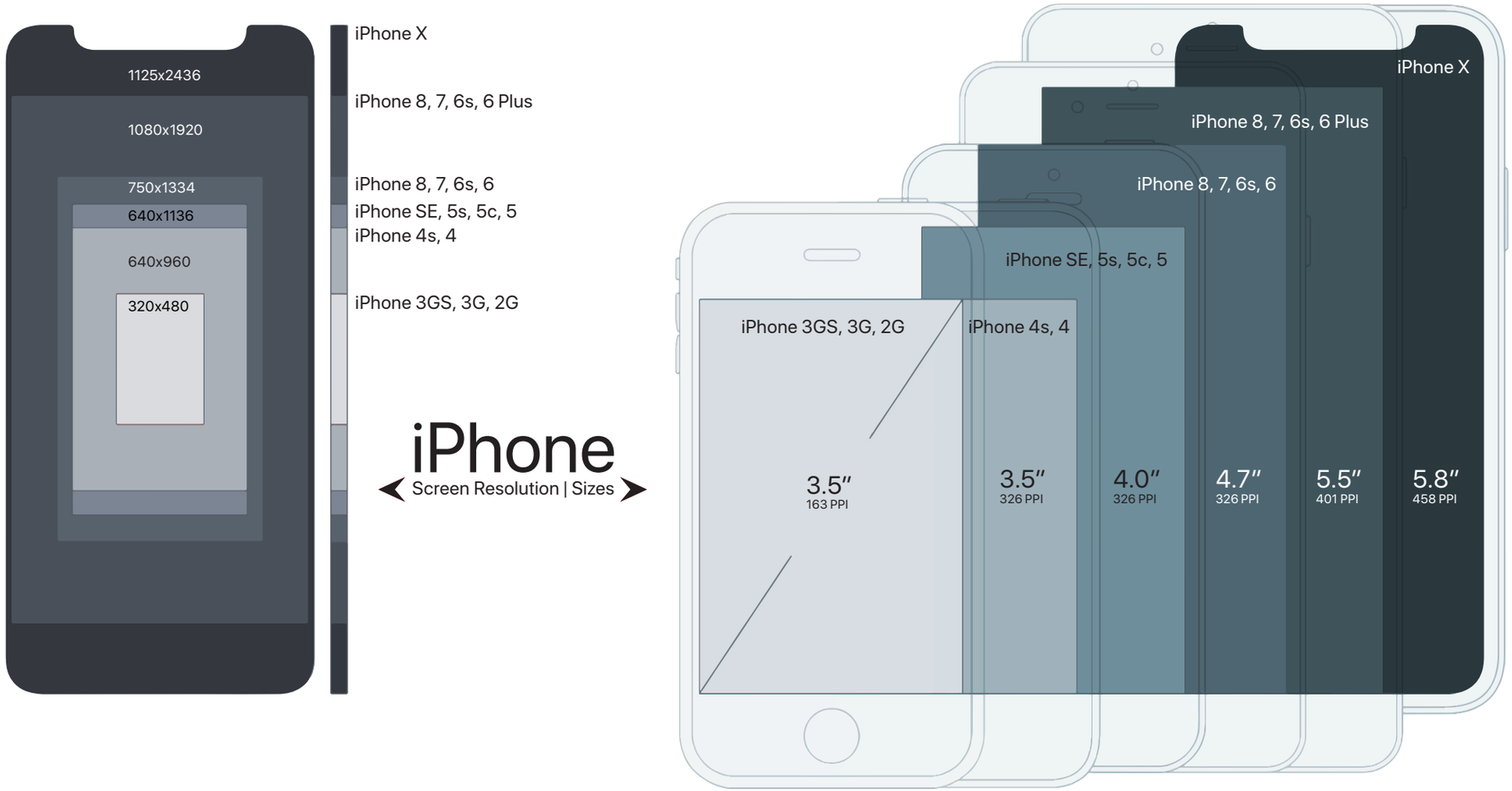
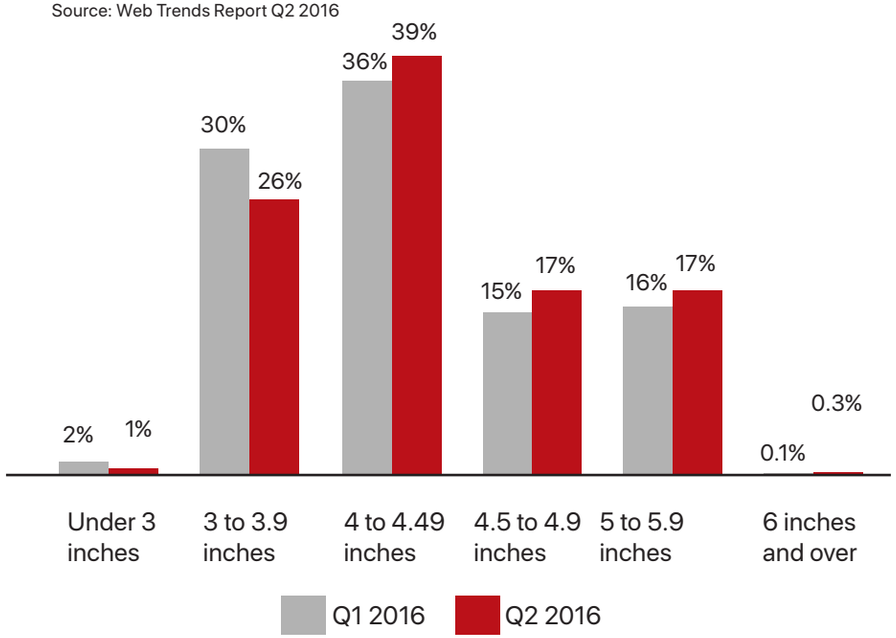
Evolution of the iPhone
iPhone 2G
3.5 inch display
Edge connectivity
128 MG Ram
2 MP Camera
4GB/8GB Storage
55L8900 Chipset
ios 1
2007
iPhone 3G
3.5 inch display
3G 3.6 Connectivity
128 MG Ram
2 MP Camera
8GB/16GB Storage
55L8900 Chipset
ios 2
2008
iPhone 3Gs
3.5 inch display
HSPR 3.2
256 MG Ram
3 MP Camera
16GB/32GB Storage
APL0298C05
ios 3
2009
iPhone 4
IPS display
Rear 5MP/720p
512 MG Ram
Front VGA Camera
Dual Mic
Apple A4 Chipset
ios 4
2010
iPhone 4s
HSPA 14.2
128 MG Ram
Front VGA Camera
4GB/8GB Storage
55L8900 Chipset
ios 5
IPS display
Bluetooth 4.0
Rear 8MP/1080p
2011
iPhone 5
4 inch IPS display
LTE connectivity
1BG Ram
1.2 MP Front Camera
16GB/32GB/64GB
Apple A6
ios 6
2012
iPhone 5s
4 inch IPS display
LTE connectivity
1BG DDR3 Ram
1.2 MP Front Camera
16GB/32GB/64GB
Finger Print Sensor
ios 7
2013
iPhone 6
4.7 inch Retina
VOLTE
1BG DDR3 Ram
8MP Rare Camera
32GB/64GB/128GB
A8 Processor
ios 8
2014
iPhone 6s
3D Touch
VOLTE
2GB Ram
Rare 12MP/Front 5MP
4K Recording
Apple A9 Processor
ios 9
2015
iPhone 7
No Headphone Jack
Retina HD Display
IPX7 Water Resist
2GB Ram
7MPFront Camera
32GB/128GB/256GB
A10 Quad Core
ios 10
2016
iPhone 8
Edge to Edge OLED Display
Facial Recognition
Wireless Charging
Vertical Rare Camera
No More Home Button
Fastest All Chipset
CPU
ios 11
2017


1125x2436
1080x1920
750x1334
640x1136
640x960
320x480
iPhone X
iPhone 8, 7, 6s, 6 Plus
iPhone 8, 7, 6s, 6
iPhone SE, 5s, 5c, 5
iPhone 4s, 4
iPhone 3GS, 3G, 2G
iPhone
Screen Resolution | Sizes
iPhone X
iPhone 8, 7, 6s, 6 Plus
iPhone 8, 7, 6s, 6
iPhone SE, 5s, 5c, 5
iPhone 4s, 4
iPhone 3GS, 3G, 2G
3.5″
163 PPI
3.5″
326 PPI
4.0″
326 PPI
4.7″
326 PPI
5.5″
401 PPI
5.8″
458 PPI

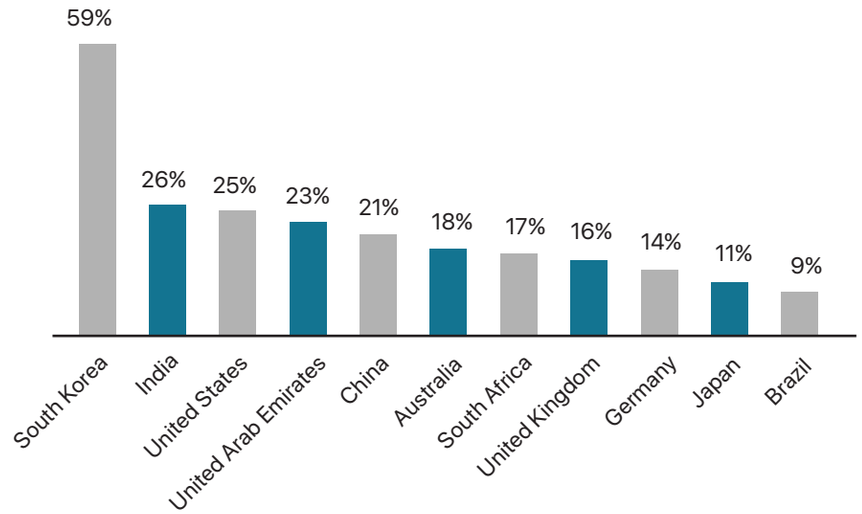
Proportion of Top 100 device traffic, by physical screen size

Source: Web Trends Report Q2 2016



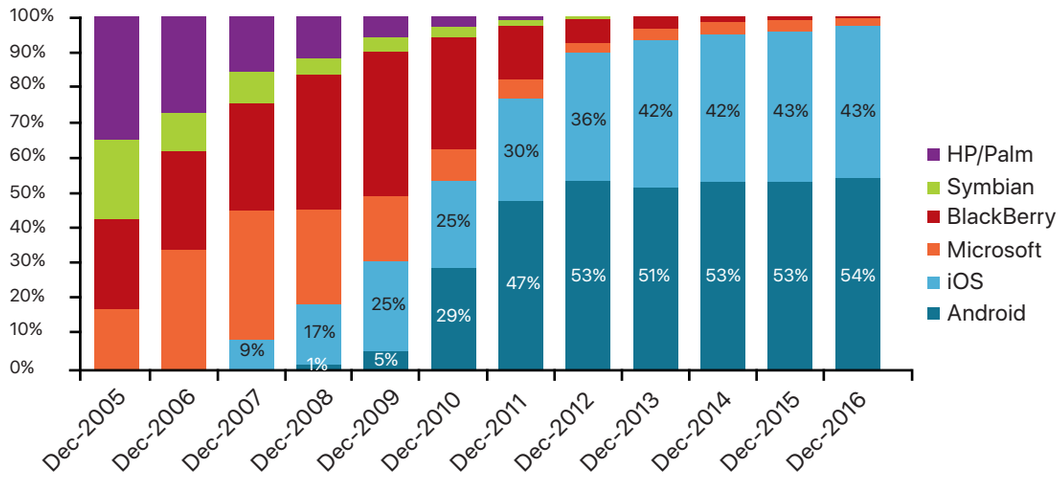
Proportion of traffic from top 100 devices in the 5 to 5.9 inch category, by country

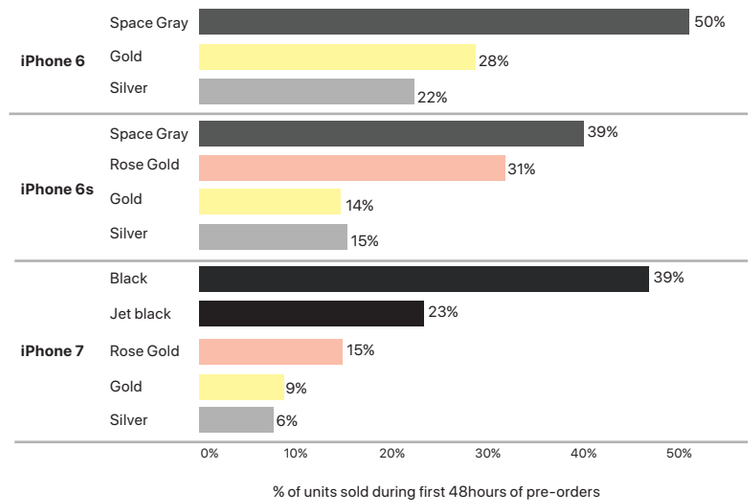
Source: Web Trends Report Q2 2016



Smartphone platform market share: Long-Term Trend

Source: comScore MobiLens,U.S, Age 13+Mo.Avg. Ending Dec 2005-3mo.Avg. EndingDec 2016



Black has surpassed space gray as the most popular iPhone color

Source: Slice Intelligence 2016 Sept, 12-13, 2014, Sept. 12-13 2015 Sept. 9-10 2016. n=31,993, Online shoppers