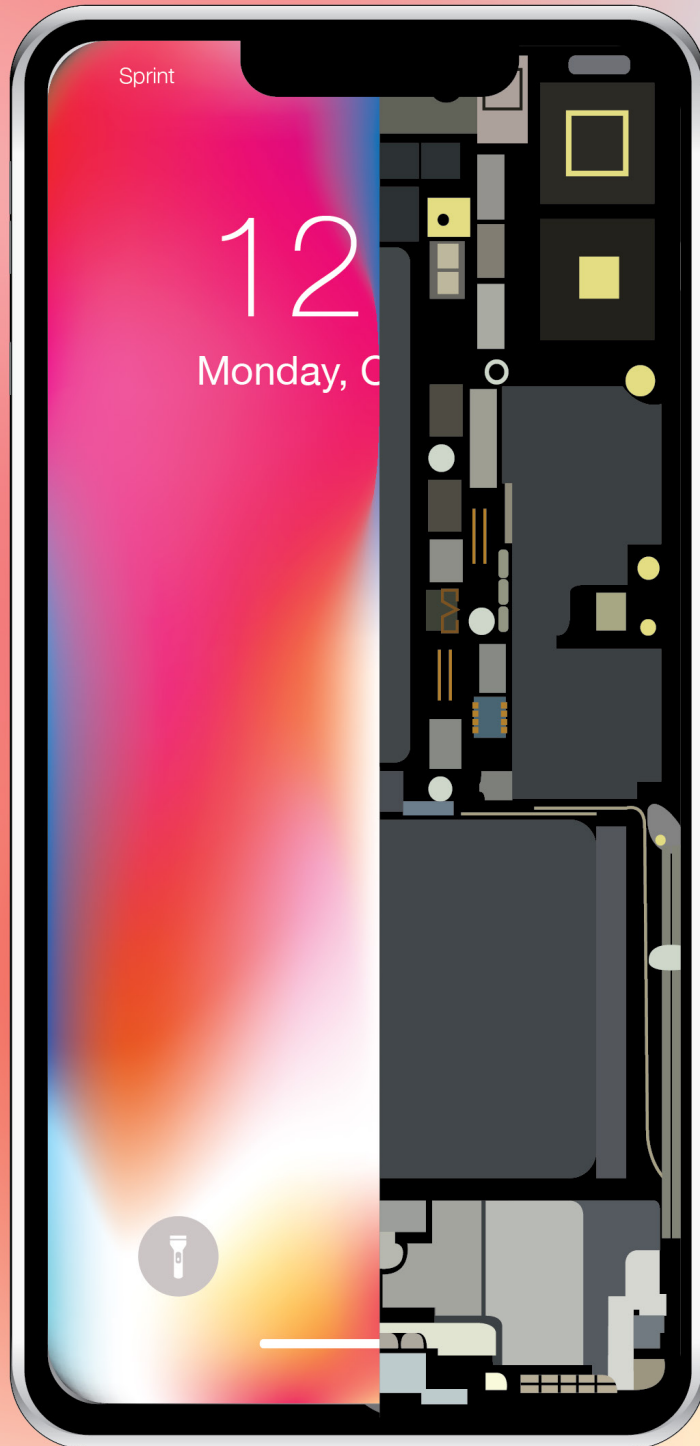


*By Peter Chau & Hrim Thakore*

# Design & Technology

Different Perspectives of the iPhone  
Techies VS Normies



# Aesthetic Design

*By Peter Chau & Hrim Thakore*

It was January 9th, 2007 when Steve Jobs took on the stage to announce a new and revolutionary device called the iPhone, which had changed people's perception about portable devices. The very first iPhone was the choice of nearly everyone as it got a lot of attention, even winning over BlackBerry fans with its touch screen and wide range of applications available from the iTunes AppStore. Fast forwarding a couple of generations as the next couple of iPhones were almost the exact same with a tiny bit of internal improvement. The first major stand out was the iPhone 4 with a glass design and quickly became a conversation starter amongst the community. The next very big improvement was the iPhone 6 and 6 plus with a massive display and a curved aesthetic ditching the traditional boxed shaped design. Similarly the user interface also became more flat and minimal.



Adding an additional telephoto lens to the next iPhone 7 and iPhone 8, making it cloud 9 for mobile photographers. The latest and greatest iPhone X caught everyone's attention with a bezelless screen covering the entire front of the phone along with a notch which bothered the majority of iPhone users. The overall design inspiration was from the Bauhaus tradition and proceeded to establish the firm's leading position with a series of functionally clean, aesthetically pleasing, and commercially successful products, claimed Jonny Ive (The Chief designer at Apple). One could even say that, no matter how much Apple makes their products people will still buy them at any cost, mainly due to their reputation in the design and technology aspects.

Similarly, in the tech and geeky side of things Apple made a revolutionary break through as Steve Jobs swept the nerds and geeks off their feet when he introduced the iPhone as a touchscreen iPod, a mobile device and a web browser all in the palm of your hand. Having a 3.5 inch screen (320 x 480 pixels) was one of the best screens during that time. On top of that it had an unbelievable 2 megapixel rear camera. No wonder why it sold 1 million units. Apple decided to give a minor bump to the next couple of iPhones, namely 3G and 3GS giving them 3G mobile data capacities, increasing the processor speed and improved camera. Then iPhone 4 is where Apple made some drastic changes, it was a all glass back phone and had a new 'Retina Display' with an astonishing 5MP camera that could record HD videos and a faster internal processor, same goes with the iPhone 4S where as now it had 'Siri'. Next was the new iPhone 5, having a 4 inch large screen (640 x 1136 pixels) with the usual speed bump. Touch ID was introduced alongside the sequel namely the iPhone 5s and a cheaper and colorful alternative the iPhone 5c. iPhone 6 and 6 plus is when there was a hullabaloo in the tech industry, Apple completely redesigned the iPhone with a massive screen (1920 x 1080 pixels) and completely ditched the traditional sharp corners into smooth soothing curves.



Same goes with the new iPhone 6s and 6s plus with the same old minor speed bumps with some additional features such as 3D touch. Moving on to the next iPhone 7 and 7 plus where the almost same as the 6 but the 7 plus had dual rear cameras and was completely water proof and they also ditched the headphone jack causing internet riots. The new iPhone 8 and 8 plus where the exact same but, it had a glass back allowing room for wireless charging and a A11 bionic chip making the phone quick and snappy. Now for the latest and greatest iPhone X, this was another breakthrough done by Apple as they boycotted the traditional iPhone look with a modern and sleek design, with the same internals as the predecessor and a magnificent dual camera setup and a bezeless display with a noticeable notch on the front of the phone creating a controversy among tech enthusiasts.

Over the course of its lifetime as a company, Apple has been responsible for most of the ground-breaking design features that we have come to appreciate on any laptop, computer, or cell phone. All in all Apple has had a great impact on day-to-day iPhone users and also tech savvy personnel's as well.

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## TECH SAVVY PEOPLE

## CASUAL PEOPLE

