

*Natalie Veljanovska*

# Lights, **CAMERA**, Action!

If you didn't take a photo were you even  
there?



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Photography has extremely altered overtime and a variety of advanced technologies are forming daily photographic practices where phone cameras are always in sight. Photography has moved from being a medium for the accumulation of significant memories to a platform for visual communication.

## *iPhone Camera History*

Prioritising the concept of photography has allowed for the camera industry to evolve. Several iPhones have been released since the very first one back in 2007.

The first iPhone was the iPhone 2G in 2007 where it's features included a 2-megapixel camera placed on the back that carried a 1,600 x 1,200 resolution. At the time the iPhone 2G had a minimal, compact camera eye that held a diameter of just 4.5mm.

After the very first iPhone release there were another 17 that came after. These included the iPhone 3G (2008), iPhone 3GS (2009), iPhone 4 (2010), iPhone 4s (2011), iPhone 5 (2012), iPhone 5s (2013), iPhone 5c

(2013), iPhone 6 (2014), iPhone 6 Plus (2014), iPhone 6s (2015), iPhone 6s Plus (2015), iPhone SE (2016), iPhone 7 (2016), iPhone 7 Plus (2016), iPhone 8 (2017), iPhone 8 Plus (2017) and the iPhone X (2017).

The newest one of them all is the iPhone X. The iPhone X has introduced the very first multi dual camera feature with a flash. The camera bump is the biggest on any of the iPhones invented, consisting of a 24.9mm length, 11.7mm width and a 1.22mm thickness. In the process of adjusting the phone, Apple has altered the camera layout and positioning from the horizontal to

vertical look. The multi lens on the X comes with **Optical Image Stabilisation (OIS)** and



its lens ranges at an aperture of f/2.4 which allows for higher low-light photo quality. On the other hand, the front-facing camera has a high tech portrait mode characteristic that is attached to the inside of the notch creating depth to an image.

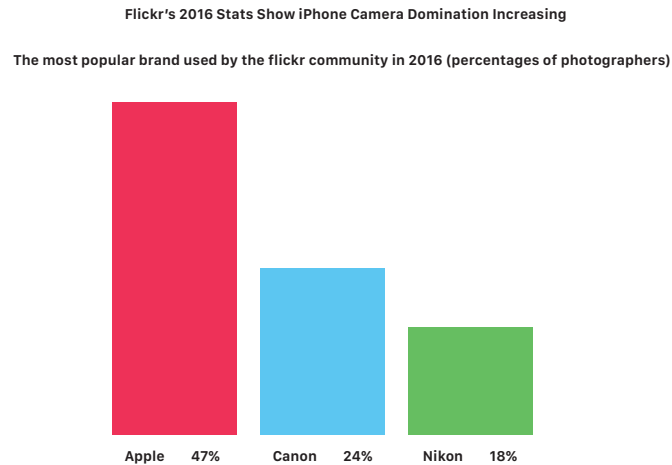


### *Iphoneography as an emergent art world*

The iPhone has come to be one of the most admired and fashionable operated cameras due to its ease as photographs can be uploaded instantly on any social media platforms whether it be on Facebook, Twitter, Pinterest, Flickr and more. The concept of photography advanced when a photo sharing social network came about and was introduced as an app known to be Instagram. Instagram allows individuals to play around with layers, filters and editing tools all in the one place saving time. These facilities have attracted many designers searching for technologies that allow them to display their work on an expressive platform. Iphoneographers are producing, sharing, and analysing their work. Through their tasks, they tackle such matters regarding the values, practices and aesthetics that lead to establishing a legitimate world. This effect can be seen everywhere there is a group of individuals. The phones light up the scene showcasing an impressive view. The image described above was not what any individual foresaw.

#### References:

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Many people are unsure what to expect in the near future of the next iPhone generation. It is said that Apple will remain to develop and enhance its dual-camera system and take it to the next level by adding the feature to all iPhone editions improving the overall image quality. The predicted implementations for the iPhone camera in 2020 will characteristically continue to have the multi lens layers arranged in the middle of the image sensor and the sapphire glass camera cover, however it will increase to a 16-20 megapixel camera. The layers stated above play a vital part in enhancing the overall look of the camera increasing its sharpness, colour accuracy and low-light shoot mode. With advanced emerging technologies, the iPhone camera has essentially become a photo studio in the pockets of many individuals around the world.

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