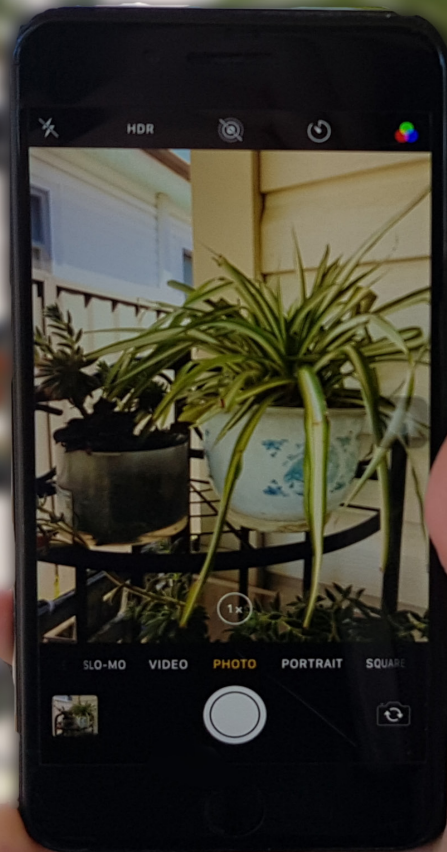


Sharon To

Quick, Picture This

How Apple has changed photography for
individuals all over the world



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Being launched in 2007 since the first iPhone, consumers all over the world would not imagine that within ten years, it would kickstart a brand-new era of visual communication. The iPhone would go on to become the world's most popular camera. In order to understand how heavily revolutionary the iPhone is to photography, and remarkably disruptive to the camera industry, we must delve into the statistics of how this invention has altered camera work forever.

Photography, being enjoyed by every single person, has thoroughly encouraged the way the iPhone has shaped it. The iPhone means portability, a camera with you all the time without needing to worry about settings—enticing individuals to take more pictures. In conjunction, the traditional point-and-shoot photography era is also starting to diminish, with the new explosion of social media. This has introduced the term “selfie”, where individuals take photos of themselves,

resulting in perhaps the most popular photo style to date.

Social media has heavily impacted the photographic world, as the results of photographs are easily accessible and instant. Apps and softwares also do the heavy lifting, while the individual simply needs to look at the scene and capture it with a single press of a button. Once the photo has been taken, there are plenty of pre-set filters and effects to enhance photographs. Photographers now have the easy option to either alter mood, colour, and tone with just a swipe.

Once the image has been modified, almost in the same instant, you're able to share it with family and friends through social media. These features and easy accessibility has revolutionized the modern photography world, as individuals are turning towards the iPhone to take their images.

The affordable and multi-functional iPhone has rapidly expanded in its sales. However, in opposition, the impact has created the declination of the digital camera and lens industry. Looking at statistics, there is a huge manufacture decline in the entire digital camera market, yet the number of pictures made by people have shot into hundreds of billions. Which is unquestionably effects of the continuous improvement of phone cameras.

Earlier generations of the iPhone didn't draw notice in photography circles. The picture quality began with the iPhone 2G, holding a low 2 megapixels, with a fixed-focus lens. However, users overlooked the poor camera limitations because of how easy it was to shoot and share instantly. Throughout the years, it was clear that the iPhone needed image-quality improvement, bringing us to the current iPhone X with a 12 megapixel camera.

The iPhone has taken the photography world by storm, creating an easily accessible photographic device. The iPhone is light, and always with you. There's no surprise why users would choose an iPhone over a digital camera, when there's so many fancy features that weigh out the decision such as quick alteration and distribution. Also, with Apple's constant graphical improvements to the iPhone, photography is no longer incapsulated by a digital, hand-held camera scene.

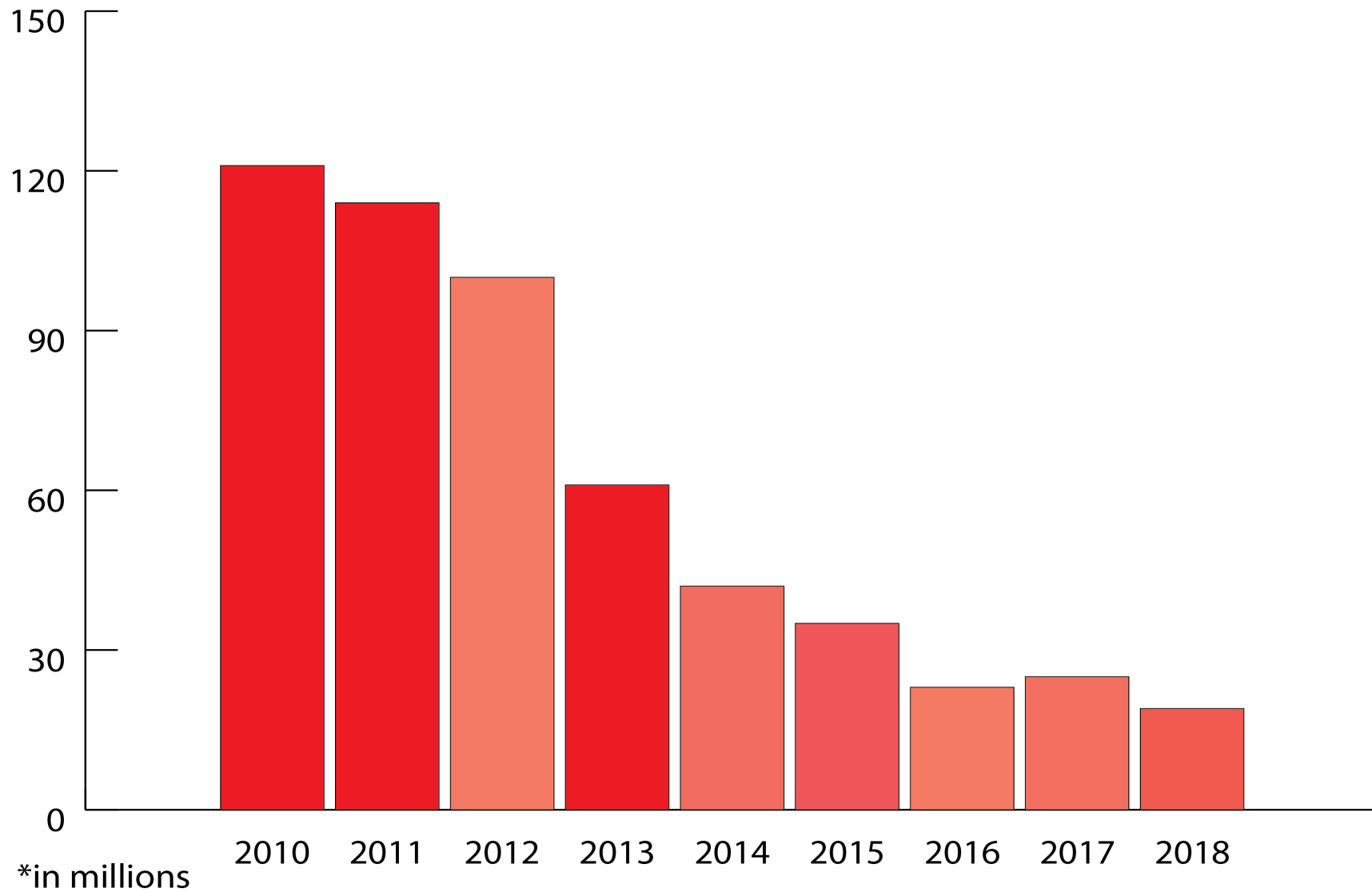


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Amount of total cameras manufactured by year



Source from diyPhotography

Evolving megapixels of the iPhone



iPhone 3GS
3 megapixels

iPhone 6S
8 megapixels
f/2.2 aperture

iPhone X
12 megapixels
f/2.4 aperture