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### Apple iPhone 11 Pro

The first iPhone was released in June 2007. As of today, Apple has released 20 different models, 25 if we count in different sub-models. The iPhone 11 Pro is one of the latest smartphones, released by Apple in September 2019. It features a 5.8” display, a glass and stainless steel body, and the triple camera is the newest technology placed on a smartphone (Apple).



If we look past the shiny metal, sleek colors, and fancy camera, the Apple iPhone 11 Pro is nothing but a flat box with some details. So what is so special about this box? We can all agree that iPhones in general are very sleek looking, modern, and desirable, and every year they get better and better. But how did this happen? How did Steve Jobs first design the iPhone and how do newer models still follow his vision even though he passed way? Steve Jobs certainly created the iPhone, but he was heavily inspired and influenced by the Bauhaus.

An art school founded by Walter Gropius in Weimar, Germany in 1919, the Bauhaus was groundbreaking because the study of arts, craftmanships, and theory were combined into one curriculum for the first time. Students were no longer limited to the study of one discipline and the theory of it, but were encouraged to explore their inner creativity. “The brain conceives of mathematical space in terms of numbers and dimensions...The hand masters matter through the crafts, and with the thlep of tools and machinery” (Gropius) .

By learning multiple arts, students were able to combine different elements and unleash their artistic vision. Walter Gropius introduced the notion of design for mass production combined with aesthetic and function. "Form follows function." Everyday household goods no longer have to be artless and soulless, they can be elegant and functional at the same time, and still be mass produced. Simple geometric shapes follow the purpose of an object. Raw materials are embraced rather than hidden. Because raw materials are beautiful as they are, there is no need for ornaments and decorations. These main rules are what a designer should and must follow when creating a new design. The designer is no longer an ego-centric artist. The designer creates for the mass and no longer for the pleasure of the rich patrons (Smock).

Steve Jobs perfectly applied the design principles set by the Bauhaus, to his work. The iPhone 11 Pro's core function is for telecommunication, does that mean it has to keep looking like the brick that was the first wireless phone? No. Thanks to continuous technological advancement, the iPhones have gotten thinner and thinner. The iPhone 11 Pro might be the product of technological advancement, but it still follows the rules of the Bauhaus. The main body is a simple rectangle, details are achieved through simple shapes and lines, there are no unnecessary ornamental elements. It's function is to encase the internal electrical components of the phone, but at the same time thanks to the clean simple lines, it gives it an elegant and sophisticated appearance. One could argue that the stainless steel of the body has been altered due to the paint job, but one can still distinguish and feel at the touch that it is indeed stainless steel. Glass is part of the design but it is also a core part of the functionality of the phone. Although Apple products are mass produced, they are quite expensive and not everyone can afford them. To combat this Apple has started releasing more affordable versions of their iPhones, using cheaper materials such as plastic.

Apple. Who would of though 50 years ago that a fruit would be synonym for a multinational technology company? How does the first result from searching “apple” on Google yeld to Apple the company and not apple the fruit? Why does one automatically associate “iPhone” with “Apple”? How does everyone know what an iPhone is? The word iPhone didn’t even exist until 2007. To understand all this we have to look at the nature of languages.

Ferdinand De Saussure was a Swiss linguist and semiotician of the 20<sup>th</sup> century. He breaks down language into sign, signified, and signifier. A sign is a word made up of a signified and a signifier. A signified is the concept, meaning or emotion, associated with an object or image. A signifier is the object or image itself. How did apple the fruit gain both a new signified and a new signifier? We have to remember that language is continously evolving from one generation to the next. Signs are immutable and mutable at the same time. Immutability of a sign means that its signifier is fixed in a linguistic community, it does not change and people have no power over it. For example, people won’t start calling the English *hand* a *mano*, the Italian equivalent. In contrast, mutability means that new words are created, old words are abandoned, new meanings arise, from generation to generation. It is something that people do not have control over. It is influeced by the continous evolving of nature and technological advancement (De Saussure). Apple and iPhone have become associated with a techology company because of the mutability of languages.

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