

The pandemic has officially hit a year, and it has just shown us how much we depend on technology. Thanks to technology we are able to work, go to school, connect with family and friends, and most of all, it keeps us informed. The iPhone, an invention that came to our lives way after 1971 by Steve Jobs is one of the most influential objects in our modern times, that have totally changed human history overall.

In 2007 the first iPhone was revealed by Steve Jobs, the CEO of Apple at the time, with a collaboration with AT&T. The name iPhone was picked because it was a phone with Internet. What everyone thought they knew about phones, have changed, and society increased its demand to a new market. The iPhone is the best representation of what was discussed in “Who We Are” by Rodchenko Stepanova Gan, and “Our Book” by El Lissitzky, mentioning Avant-Garde ideas, along with impact technology would have on our lives, and the role of designers in society.

First of all, Lissitzky mentions the importance of the consumer determining the change in demand and requirements and the idea of “materialism” and “dematerialization”. Over time society required a faster and easier way to communicate. Jobs believed that technology should be user friendly for everyone and anyone, regardless if you are a coder, developer or what not. Therefore, he took an object that everyone was already familiarized with and advanced it to answer people’s demands.

The “materialism” was creating the iPhone, a smartphone with an impact that went far beyond phones. It became a status. It had a large touch screen that was never seen before, sleek, modern design of glass and aluminum, with an elegant Apple logo in the back. More people bought it, and each year engineers kept developing and advancing it, with new design and technology. When thinking about the “dematerialization” part relating to the iPhone, apps are the best examples. Apps have been developed since the beginning of the smartphone era, helping to serve, entertain, or just make people glued to their screens.

A second interesting point relating to the iPhone was made by Rodchenko. The artists of yesterday are the constructors of today, and juxtaposition of artists in the past relaxing with art, and modern artists relaxing with technology. Even Rodchenko could not have predicted how right he would be when he would hear about Jobs having a vision of reconstructing phones and

computers, creating the iPhone, which totally constructed our present even in the way we communicate with one another.

When phones turned into what we know today as sleek and advanced technology that can fit the palm of our hand, the form of language was reshaped with it too. Pictograms have always been a form of communication with humans and were found on tablets and cages thousands of years ago. In 1998 digital pictograms were developed in Japan, also known as Emojis, but only became popular in 2010, after being added to various mobile operating systems.

Emojis are symbols representing our feelings, ideas, and we can always group multiple of them to make up complete sentences, or describe concepts. Many people from all different ages like to use Emojis because they are easy to understand, personalized to the user, and fast to type or deliver. Emojis don't have to be learned to read, and can be communicated from people all around the world regardless of their native language. It is a new form of language that people had adopted once the demand to express ourselves in text-messages or on social media became necessary, or even crucial.

Designers have a huge responsibility to raise awareness and deliver messages to affect society and play a vital role in creating or controlling the language we are using such as Emojis. When Emojis started they were all in one tone, yellow. However, people and companies are trying to expand, be more inclusive and diverse and have raised their concern with the limited amount of icons and the skin colors that are being represented on some of them.

Referring back to the point of increasing demand based on society needs, designers had to create new symbols, pictograms, to answer the demand and give the ability to people to express themselves, their feelings and concepts to the fullest.

For conclusion, the iPhone has helped shape our lives throughout history, as many designers predicted would happen in "Who We Are" by Rodchenko Stepanova Gan, and "Our Book" by El Lissitzky. Steve Jobs was able to take an object that is known for society, reconstruct and advance it. The iPhone became a functional piece of art that everyone wants to have and the urge to keep developing it increased. Businesses from all kinds, created apps to serve people better and faster, and a new universal language also known as Emojis was added to our day-to-day

lives. Thanks to the iPhone, more jobs for designers, developers, startup companies and local businesses have been created, and it seems like demand for new technologies is just going to keep increasing over time because we got to the point where we cannot be without it.



[David Paul Morris](#)/Getty Images | Steve Jobs revealing the first iPhone in 2007



Shigetaka Kurita | Emoji | 1998-1999

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