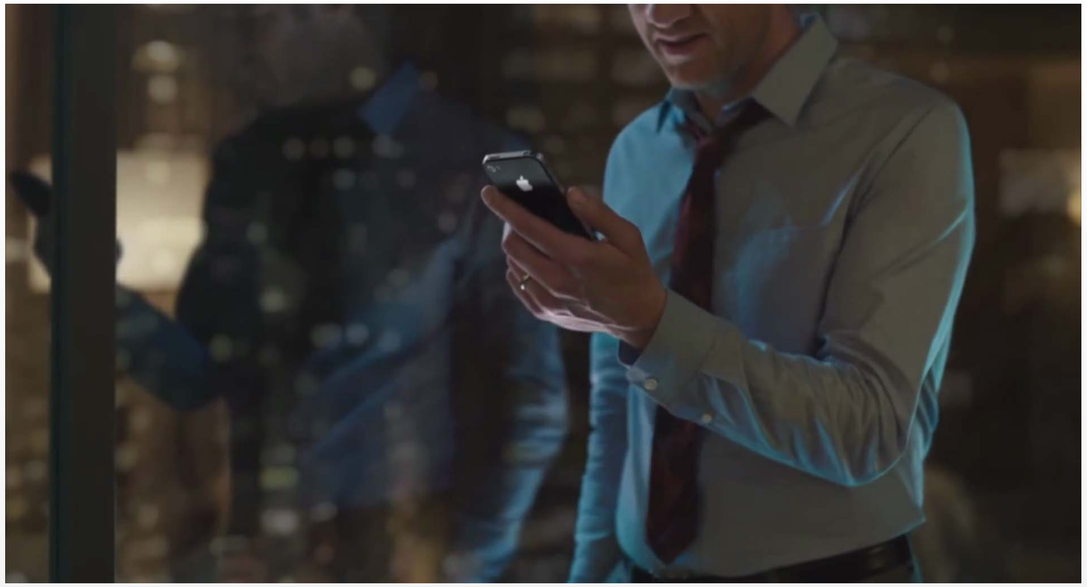
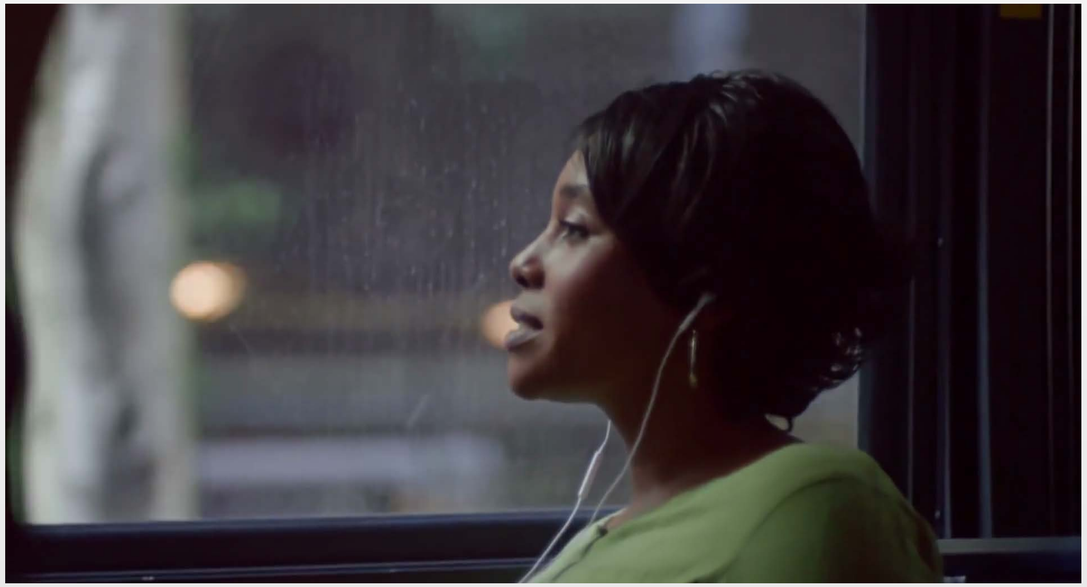
Only since 1976

Grégoire Delubria

Look around you. Whether you are at a restaurant, on a train, or even at a meeting, you can see at least one person who carries an Apple product.

MacBook Air





In 2016, Apple (only) turns 40

Sometimes it is worth remembering what you have accomplished,
to make thing even better than before

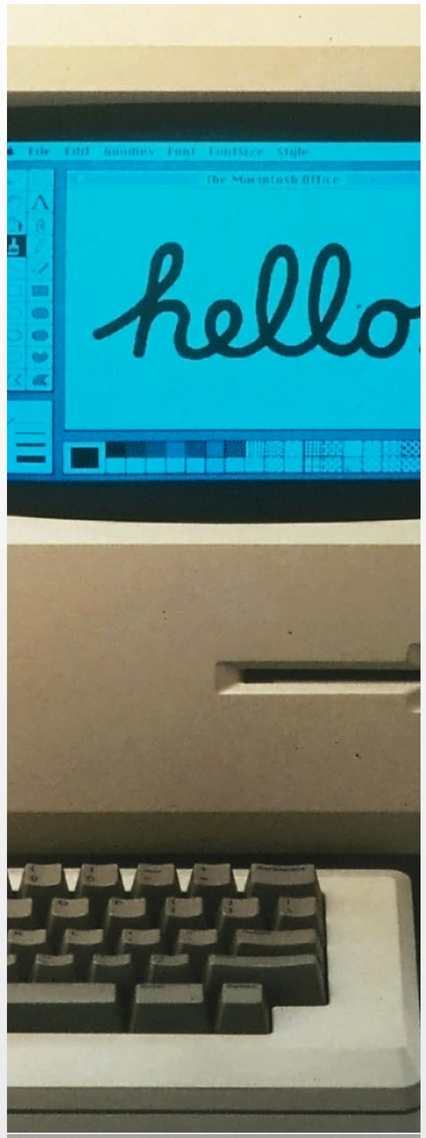
« Every once in a while a revolutionary product comes along that changes everything. … One is very fortunate if you get to work on just one of these in your career.

Apple’s been very fortunate it’s been able to introduce a few of these into the world. »

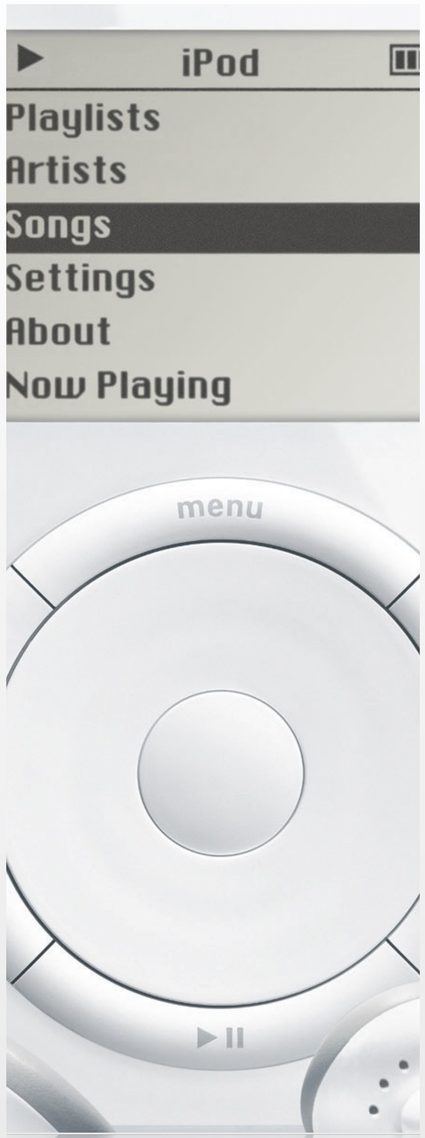
– Steve Jobs

There is not one, but 4 revolutionary products

And 2 additional ones will soon change the world (again)

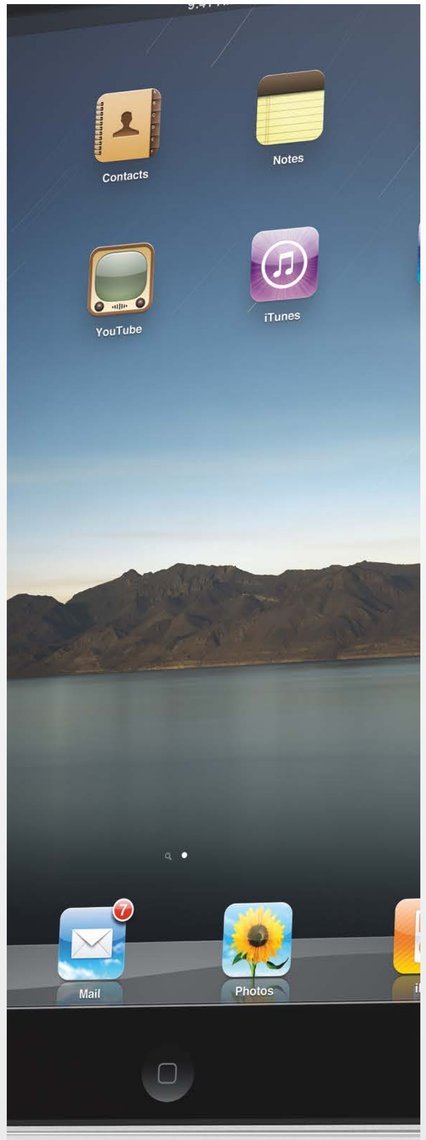


Macintosh



iPod

iPhone



iPad

How can we celebrate it?

By using the number 4, main symbol of Apple:

- 4 flagship products (Macintosh, iPod, iPhone, iPad)
- 4 operating systems (OS X, iOS, watchOS, tvOS)
- 4 colors for the new products (Silver, Gold, Space Gray, Rose Gold)
- …

Even the birthday year is a multiple of 4!

How can we celebrate it?

First, a special edition logo

Only since 1976.

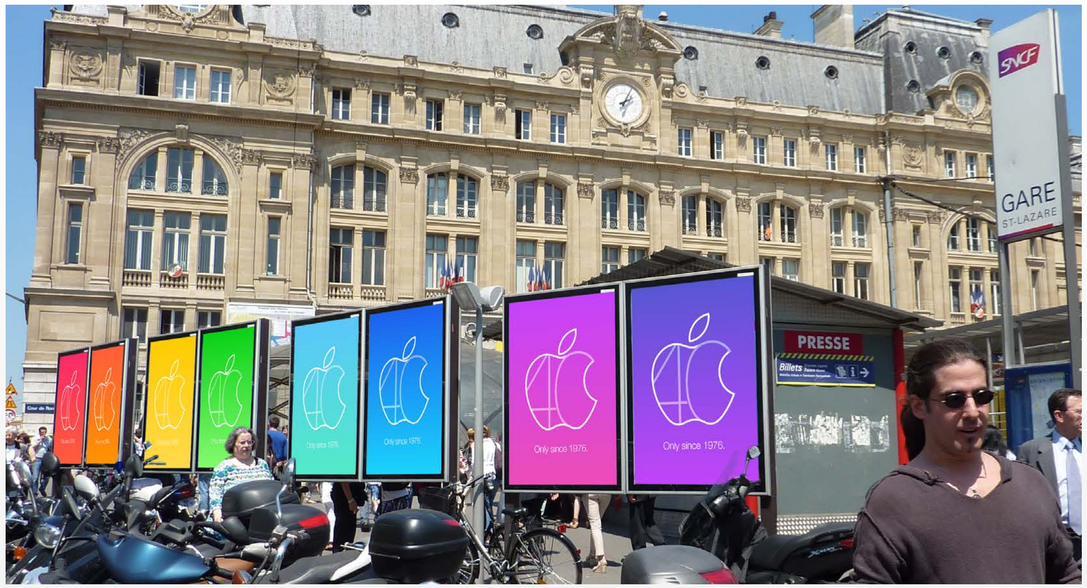
Only since 1976.

- Using primary colors from iOS redesign
- Using color gradients gives dynamic and movement
- We can still recognize the Apple logo, but at a second glance there is something new
- An impertinent baseline, mocking brand that use their birthdate as establishment

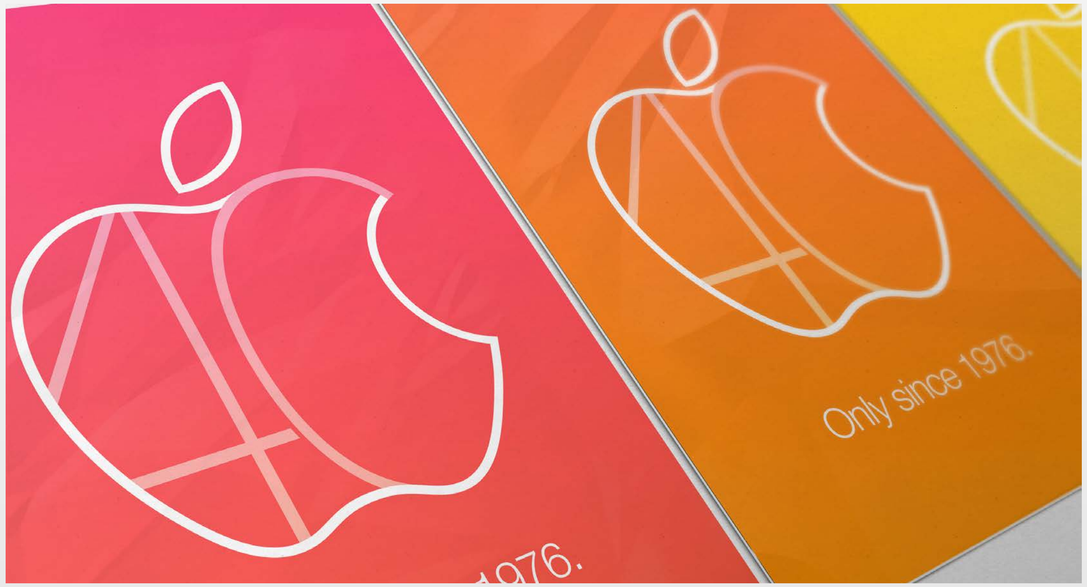
Physical advertising

This logo will be put on every Apple Store logos, like the red apple or the green leaf.

For billboard art, the 40 years logo should be monochromatic, with one of the eight gradients as primary color/background. It is simple, and yet brings pure energy by looking at it.


SNCF
GARE
ST-LAZARE
PRESSE
Billets
Only since 1976.
Only since 1976.

Only since 1976.


Only since 1976.

Now, let’s make a video!

The music

Musicians : Bond quartet
The Bond quartet is made of four girls, feminine and talented, who take classical music and transform it with electronic instruments and pop beats.

There is an analogy with Apple, which produces seductive products, beautiful and yet powerful.

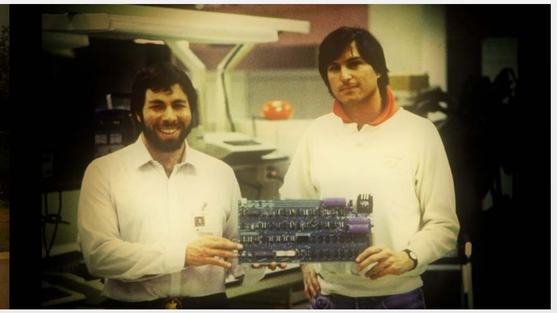
The music

Compositor : Antonio Vivaldi - The Four Seasons - Summer (2.*Adagio - Presto - Adagio*)

- Four Seasons : Symbolic for cycle (like a product cycle); the smoothness of the circle, like the curves of Apple products, and feeling of aluminum
- Summer : The best period of the year, the apogee of heat, sunlight, giving as much energy as possible
- Adagio - Presto - Adagio : G minor in 4/4 time (still the 4 thematic)
- It is classical music, everyone has heard it before, and yet it is a modern and offbeat interpretation, like Apple is now a “reference” design and yet, still vibrates the “Think Different” motto.

Analysis

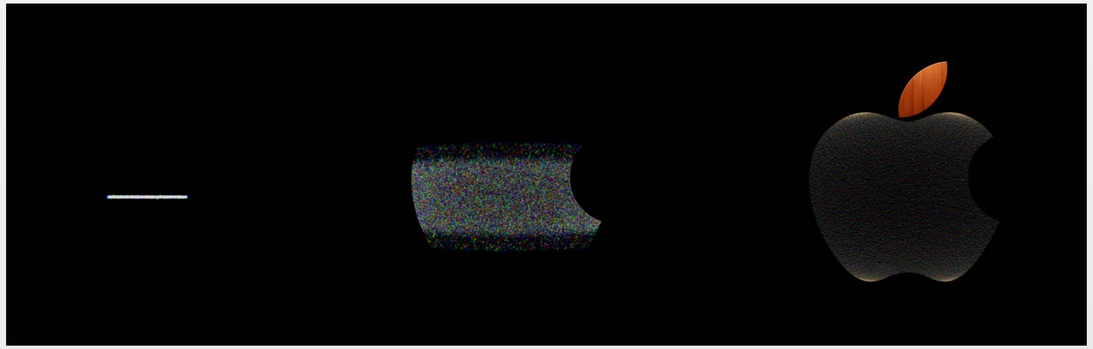
There are 40 scenes, that may not be a coincidence



1976 - The intro

Steve Jobs & Steve Wozniak

in the Jobs’ garage

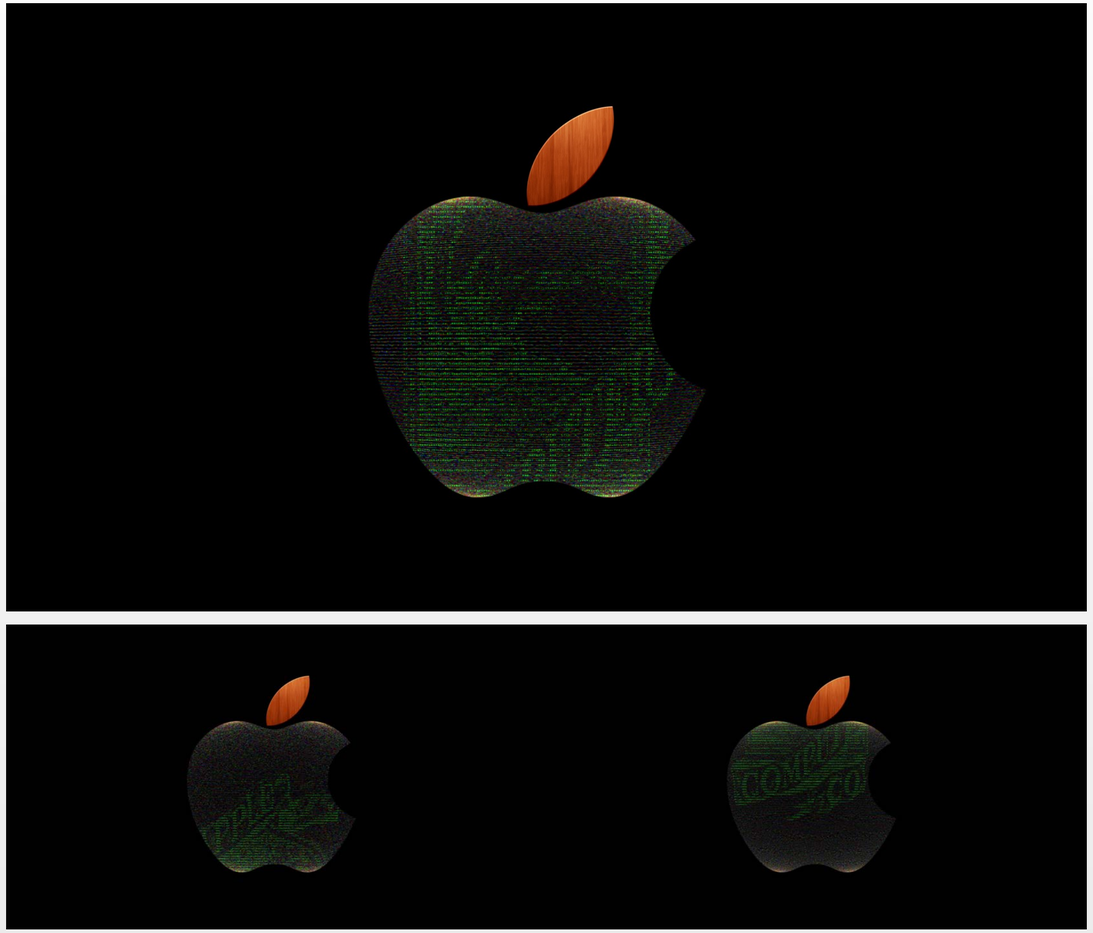


1976 - Apple 1

At the introduction price of 666.66 $.

Already in a case, a change for the time.

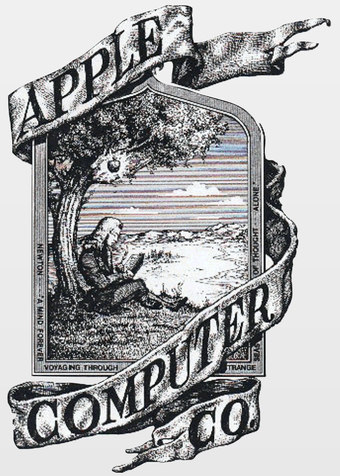
Using a TV as a monitor.

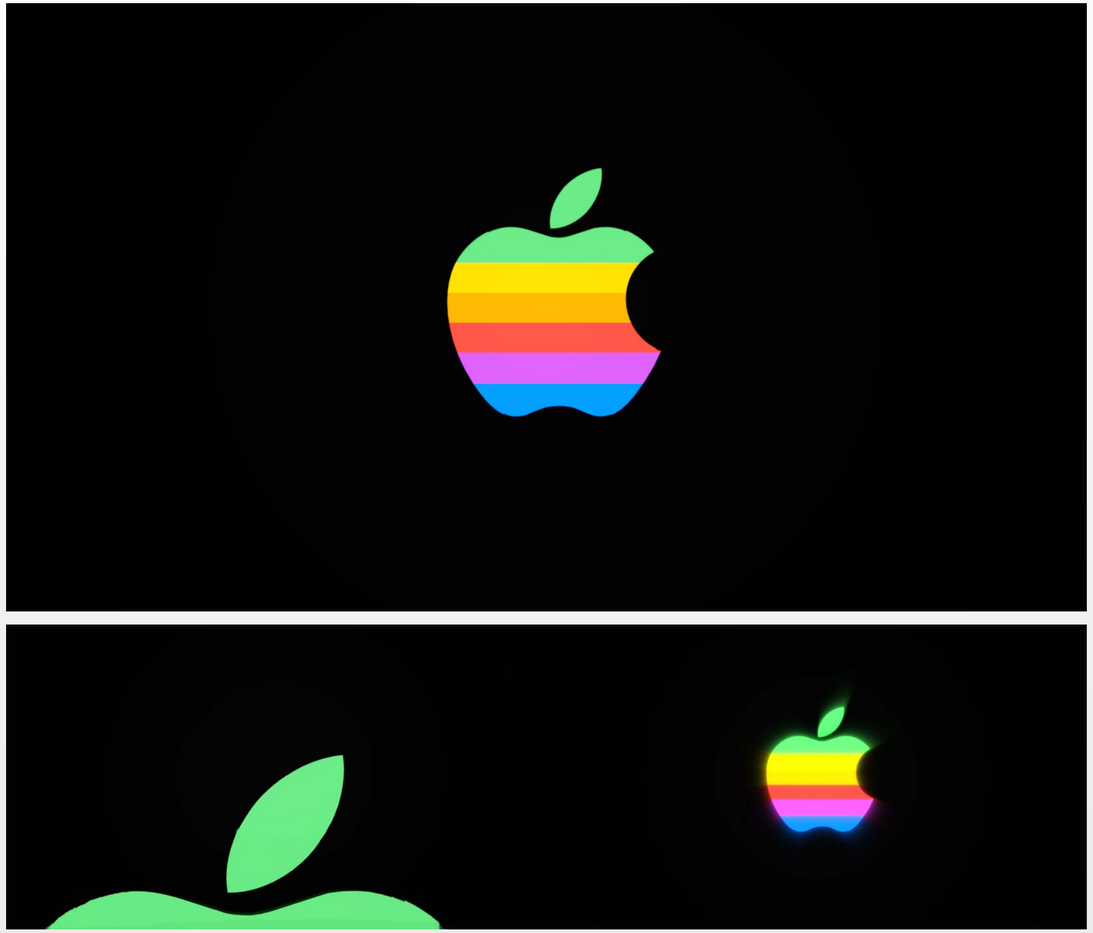


1976 - First logo

Newton’s apple

Using terminal line to draw it on screen

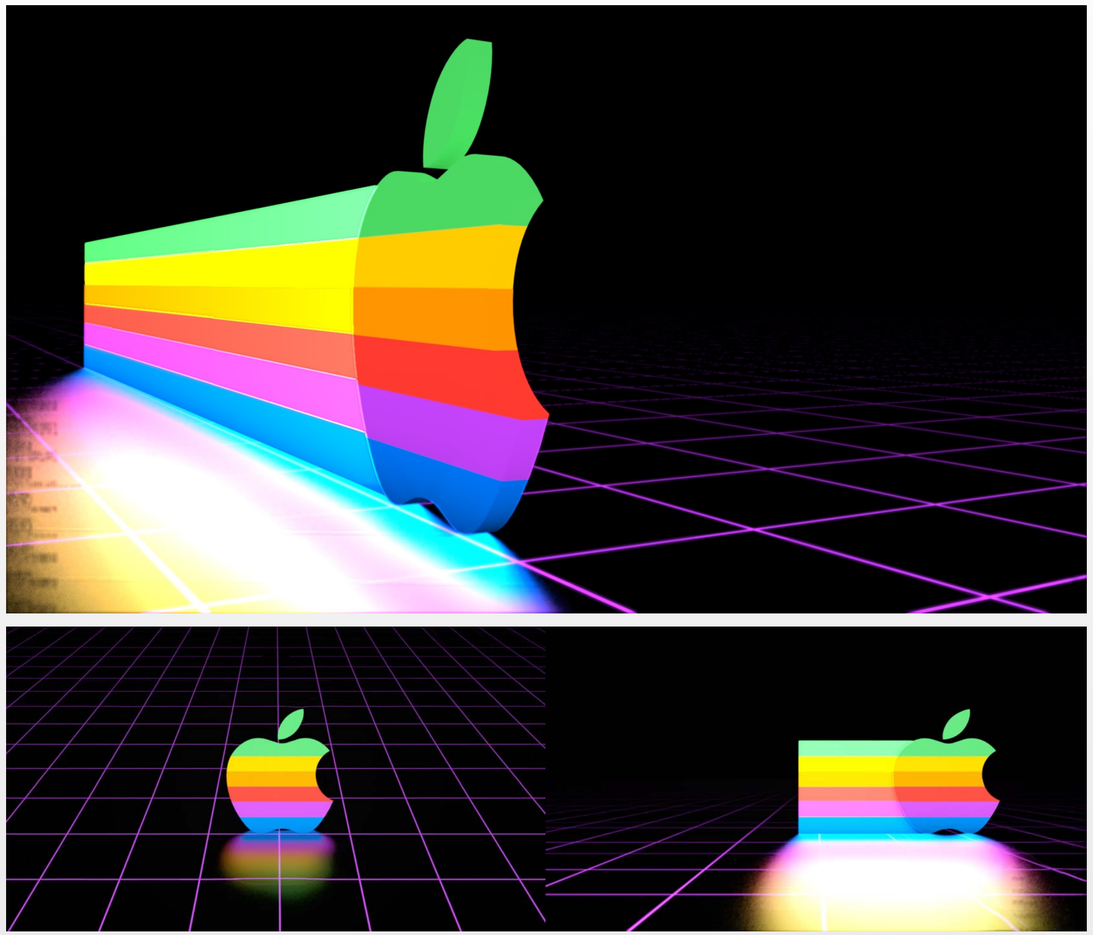




1977 - (2001) The Apple logo

Designed by Rob Janoff, the Apple is half-eaten to avoid confusion with a cherry, the colors are there to humanize it.

The Apple][was also one of the first computer to display colors

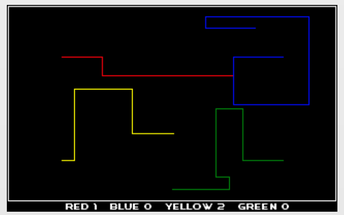


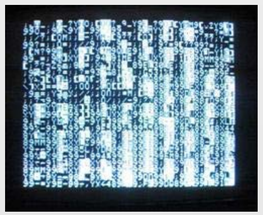
1982 - Tron

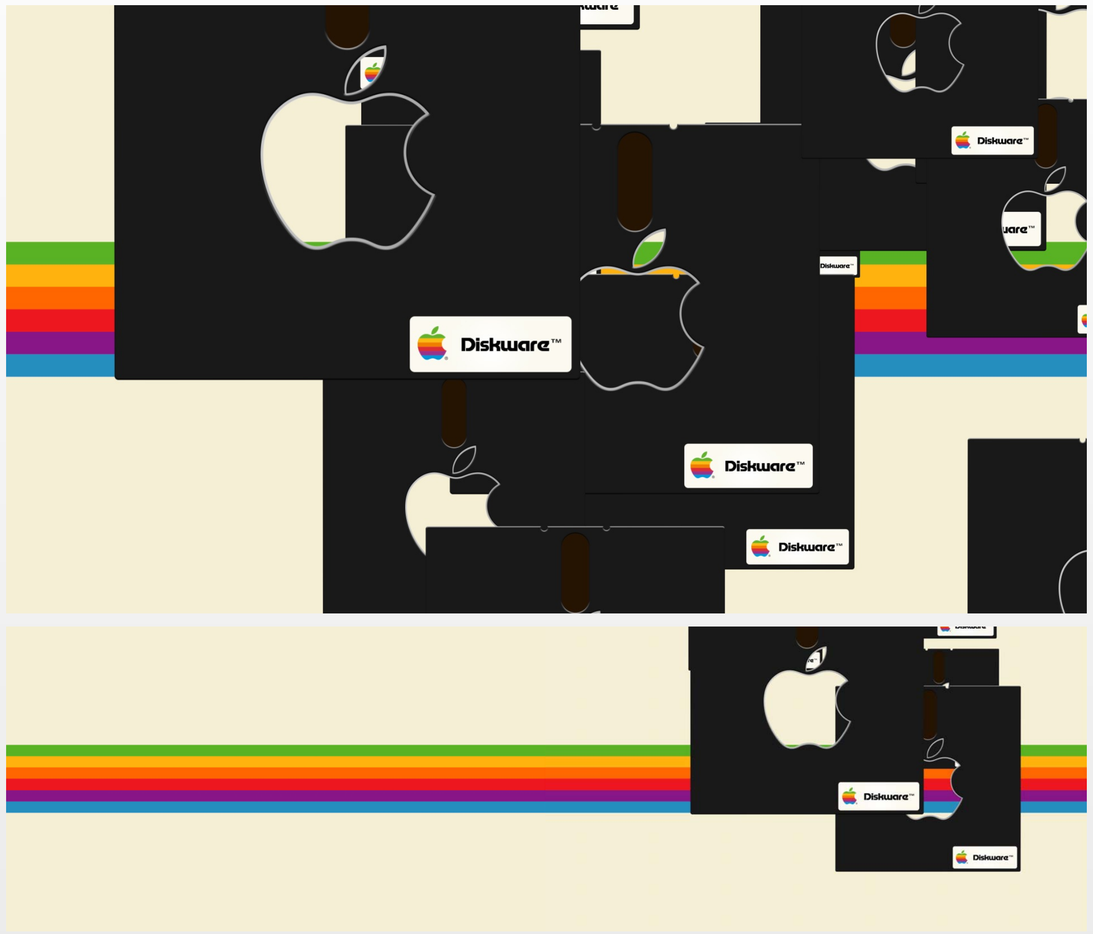
One of the first product placement, the unfortunate Apple III

Tron Legacy was the first 1re iAd by Apple in 2011

On an Apple IIgs, a developer recreated the race in light cycles as a games, and during one of the run, the CPU player decided to run of the grid…
http://blog.danielwellman.com/2008/10/real-life-tron-on-an-apple-iigs.html







Diskware : Programs on 5"1/4 floppies

Beige of Apple products from this period, often reproduced by other manufacturers

"31,000 student hours later, we still love Apple Computer."

Dr. Kenneth Brumbaugh, Minnesota Educational Computing Consortium

When the Minnesota Educational Computing Consortium recommended Apple Computer to the state's school districts — well, it started something big.

Today there are hundreds of Apple Computers in use in 35% of Minnesota's elementary and secondary schools, and nearly all of the colleges and universities in the state. Most communicate with the Consortium's CYBER 73 mainframe in a state-wide educational computer network.

The educational computer

Dr. Kenneth Brumbaugh, Manager of User Services, heads the team responsible for supporting instructional computing.

"MECC evaluated personal computers and chose Apple because it was the one that met our rather rigid specifications.

"And, we employ a conventional timesharing system, with remote terminals. But that means high phone costs. And limited user access. Apple solves that. It gives schools a stand-alone computer for about the price of a terminal. Also, Apple interfaces directly to our CYBER, so we can download programs to any Apple in the state. That also means we can serve as the communication link for the wealth of new programs students and teachers are writing themselves. For us, Apple is an excellent educational computer.

The kids—and the teachers—love Apple

"One big reason we chose Apple is that it is so easy to program. Now, with Pascal, Apple can provide even more programming flexibility.

"For example, MECC has written a note-recognition program to help teach music that takes advantage of Apple's unique built-in speaker. And Apple's color graphics make programs far more interesting than conventional black and white terminals can.

"To date, we've logged over 31,000 student hours on Apple Computers. We even have schools trying out computers for home study. The kids love the Apple. And so do the teachers."

Is Apple for you?

For the name and address of your local Apple dealer and your free copy of Apple's *new* Curriculum Materials Kit, call **800-538-9696**. In California, **800-662-9238**. Or write us at 10260 Bandley Drive, Cupertino, CA 95014.

apple computer

We're looking for the most original use of an Apple since Adam.

What in the name of Adam do people do with Apple Computers?

You tell us.

In a thousand words or less.

If your story is original and intriguing enough, you could win a one-week all-expense paid trip for two to Hawaii. Which is the closest we could come to paradise.

Win fabulous prizes for creative writing.

To enter, drop by your nearest Apple dealer and pick up an entry blank. Fill it out. Then write an article, in 1000 words or less, describing the unusual or interesting use you've found for your Apple.

A jury of independent judges will cast the deciding vote for the grand prize: a week for two, airfare included, in Hawaii.

The judges will also choose 16 additional winners, two each from eight categories: graphics/music, entertainment, home, business, education, scientific, professional, and industrial. And each winner will choose from a long list of longed-after Apple peripherals—from Apple Disk II's to Graphics Tablets to printers. Or you can take a $250 credit towards the purchase of any Apple product.

The contest ends March 31, 1980. All winners will be notified by May 15.

Entry forms are available at your participating Apple dealer. Call 800-538-9696, (800-662-9238 in California), for the one nearest you.

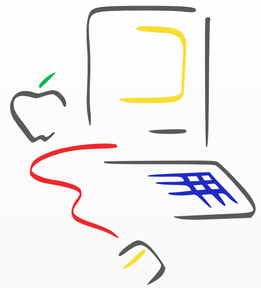
Mail the entry blank, your article and any photos to: Apple Computer, "What in the name of Adam" contest, 10260 Bandley Drive, Cupertino, CA 95014.

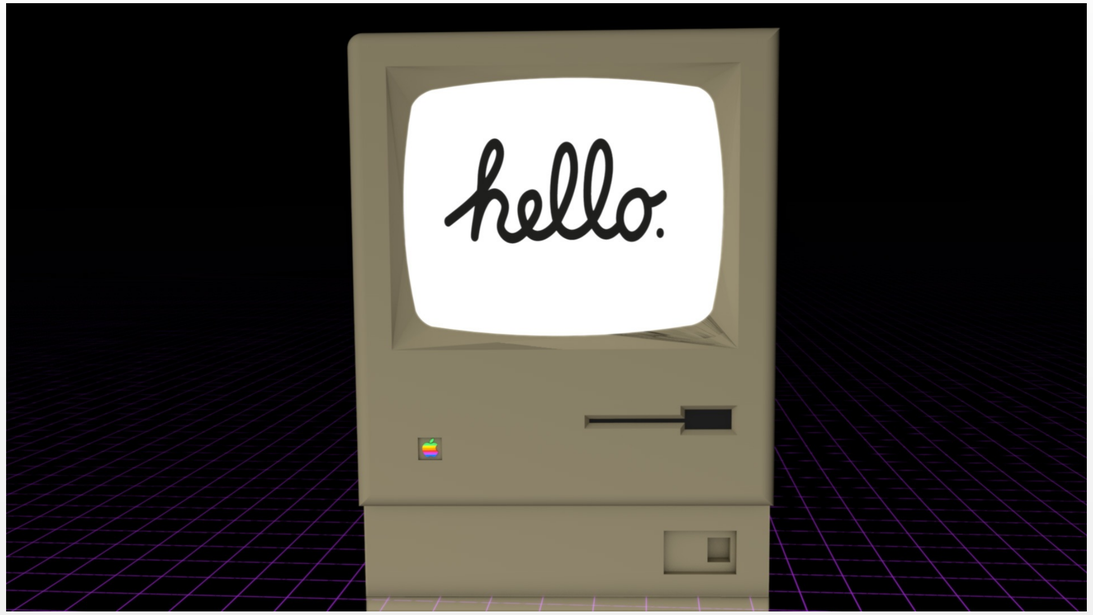
And may the juiciest application win.

apple computer

Reader Service Number 8

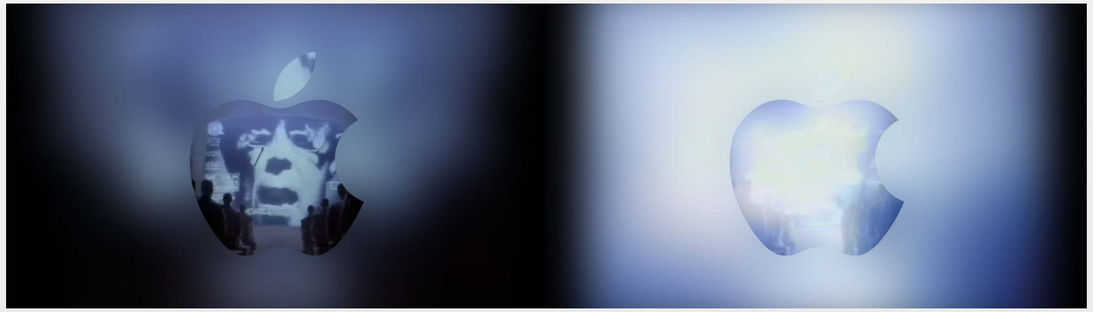
Like in the ads, the apple is 10° inclined and has a trail.





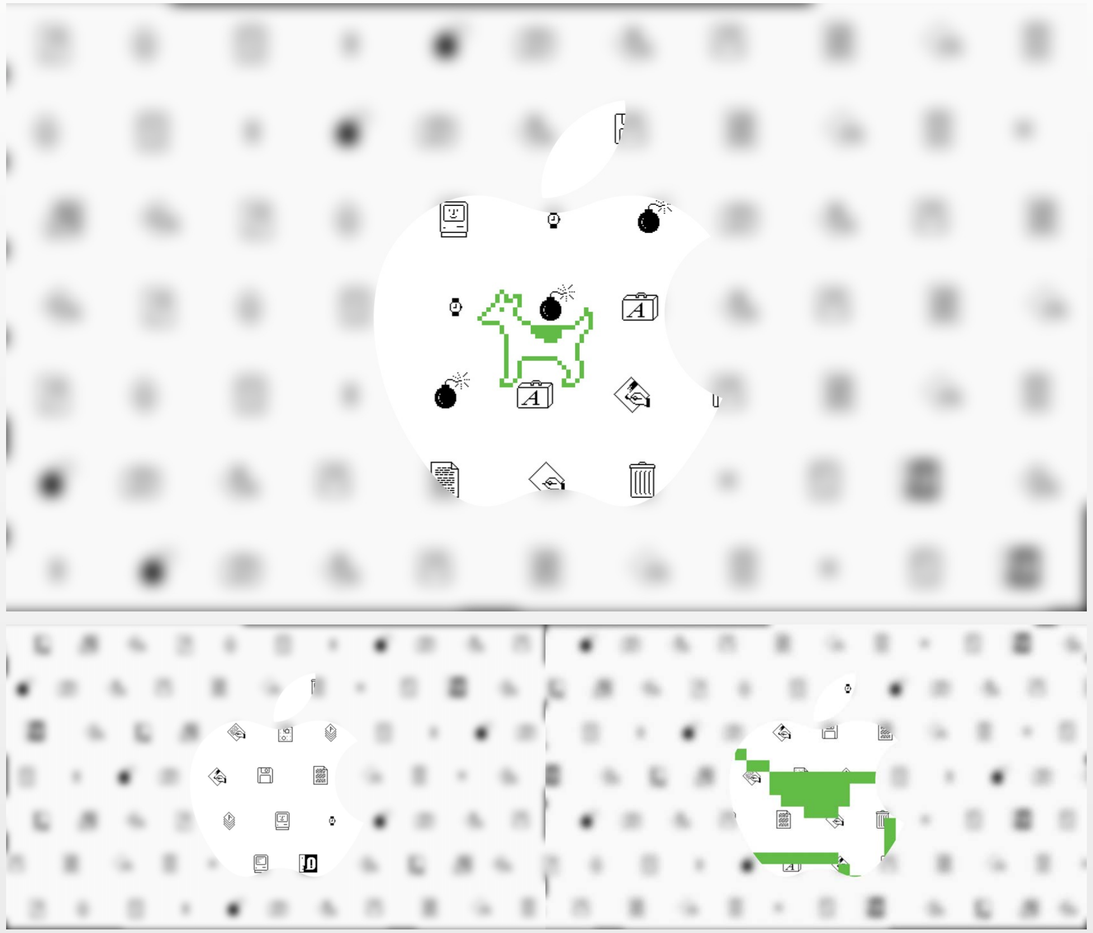
1984 : Macintosh

Graphic user interface and a mouse, no vents, no directional keys, 3"1/2 floppies and MacPaint



1984 : Won’t be 1984

Ad by Ridley Scott, now a cultural reference

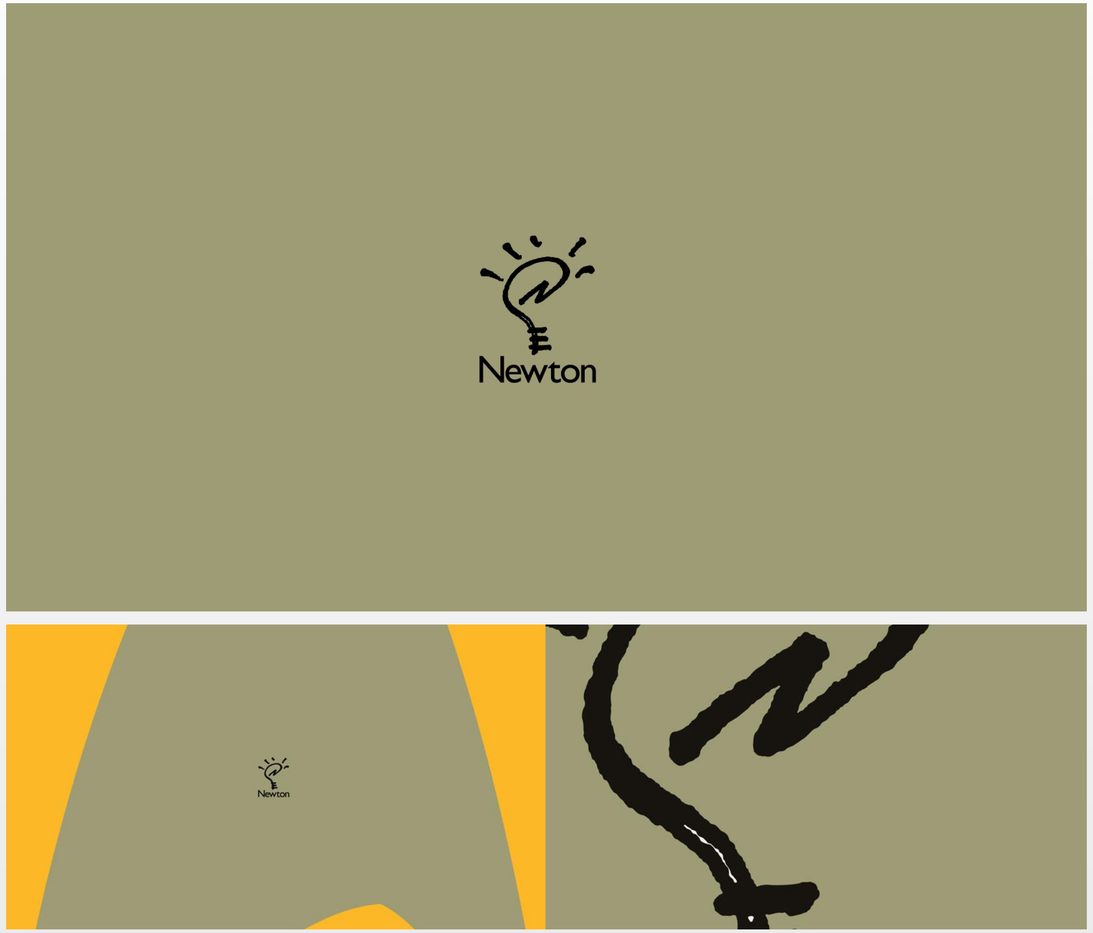


System 1.0 pictograms

Designed by Susan Kare. Clarus the Dogcow, Cairo font glyph, is seen in print dialogs, in green to refer to the paperless evolution, and the green leaf.

1986 : Star Trek IV, Macintosh cameo

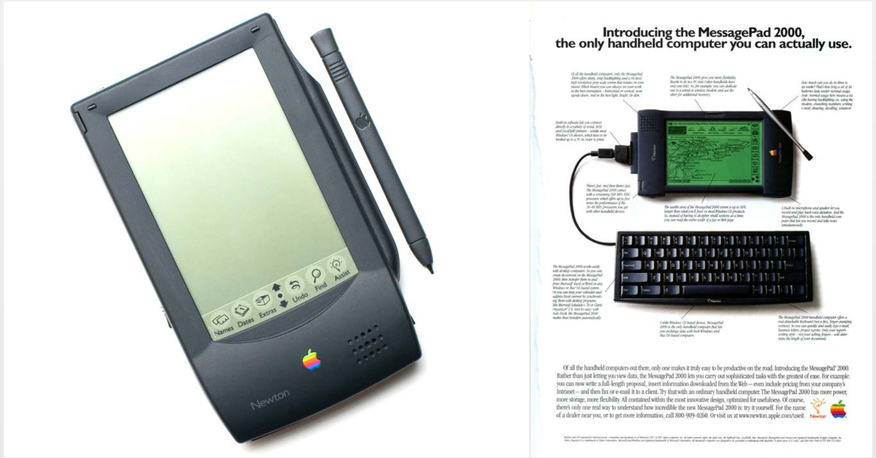
1992 : The Star Trek project in Apple lab, to boldly go where no Mac has gone before : port MacOS from Motorola chip to Intel (finally done in 2005)

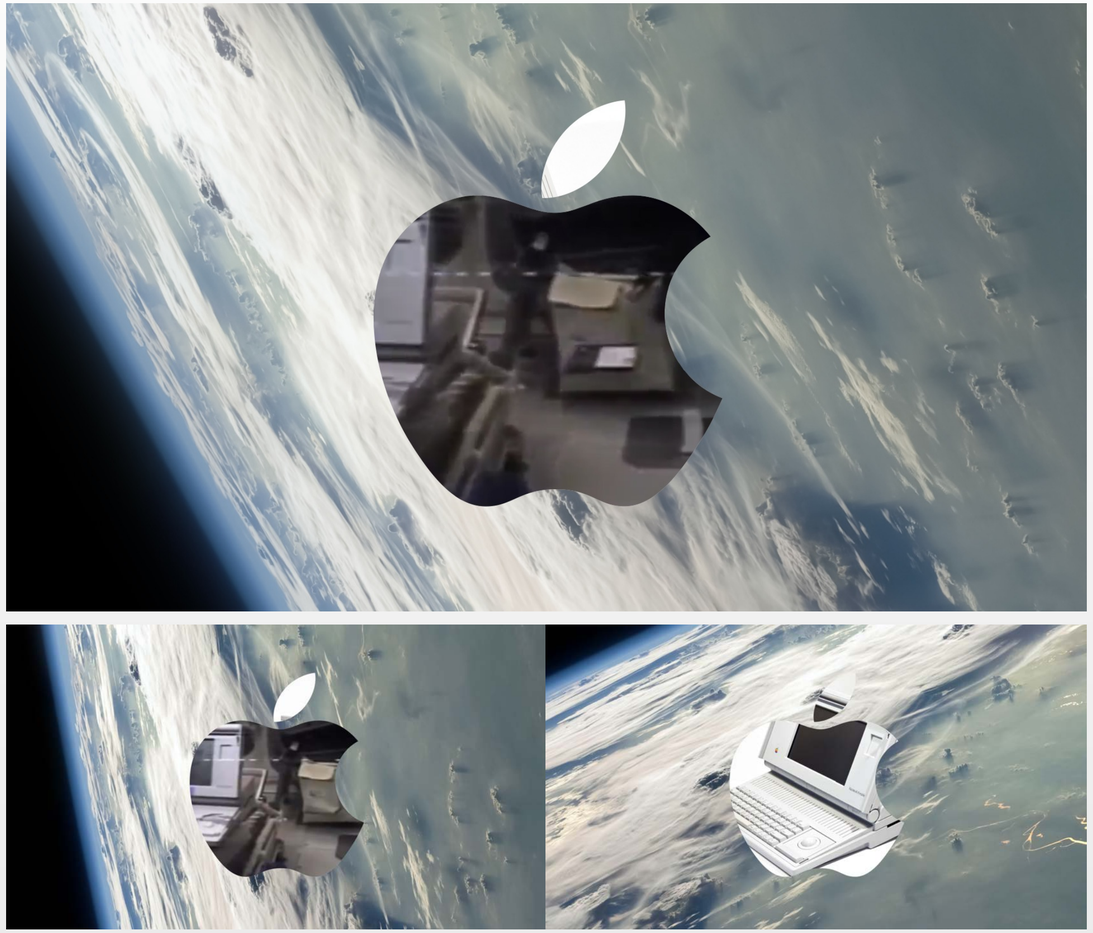


1993 : Newton

First PDA, before Palm, first ARM processor,

and handwriting recognition software





1991 : 1st e-mail from space

Macintosh Portable in Atlantis *(STS-43)*

Video of a floppy ejected in zero-g environment

1997 : Think Different

Richard Dreyfuss Voiceover,
designed at first to be done by Steve Jobs

At least 29 posters in 6 phases

« Here’s to the crazy ones.

The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They’re not fond of rules. And they have no respect for the status quo.

You can quote them, disagree with them, glorify or vilify them. But the only thing you can’t do is ignore them. Because they change things. They push the human race forward.

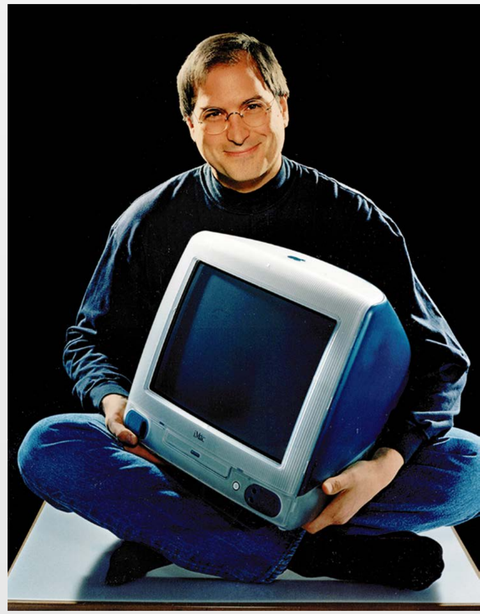
And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do. »

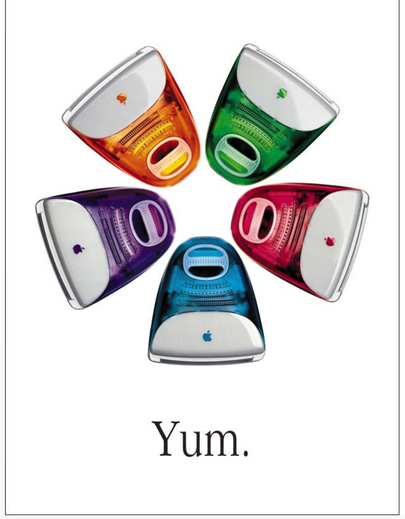
– Think Different

1998 : iMac G3

Steve Jobs is back!

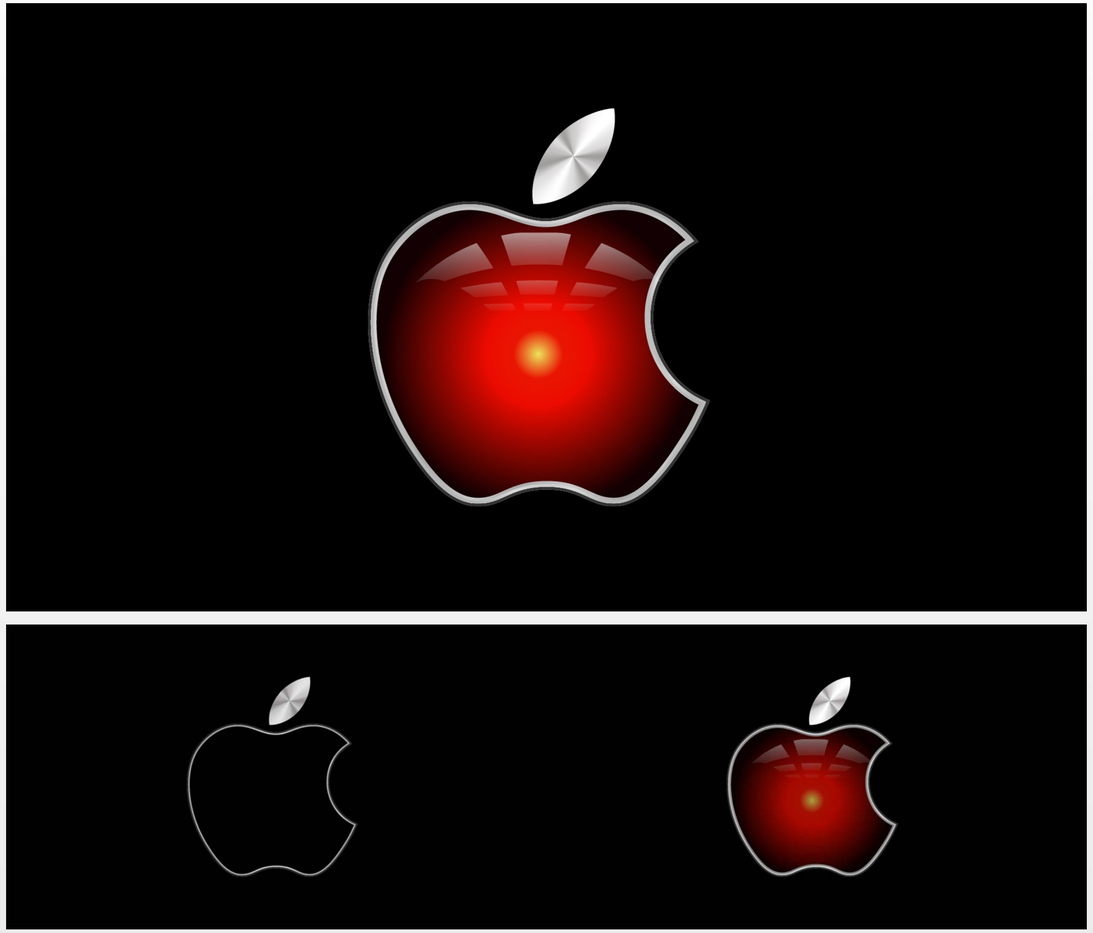
No vents, no floppies, first computer to go USB ports only. Jonathan Ive design with a Bondie Blue color





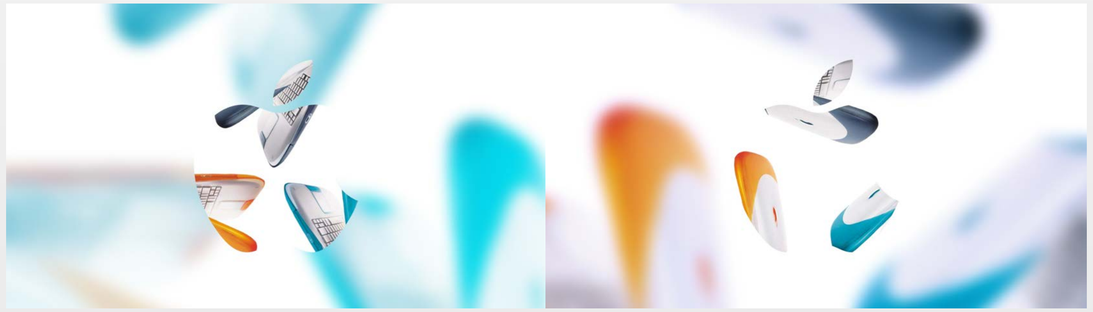
1999 : iMac G3 (5 flavors)

Blueberry, Strawberry, Lime, Tangerine, Grape, as the baseline says, the agony to choose.



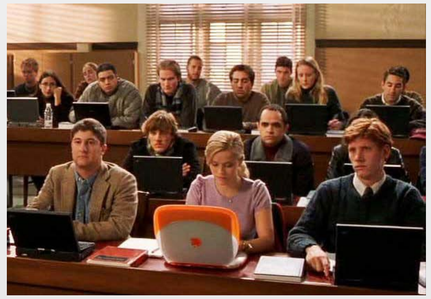
1999 : Y2K problem

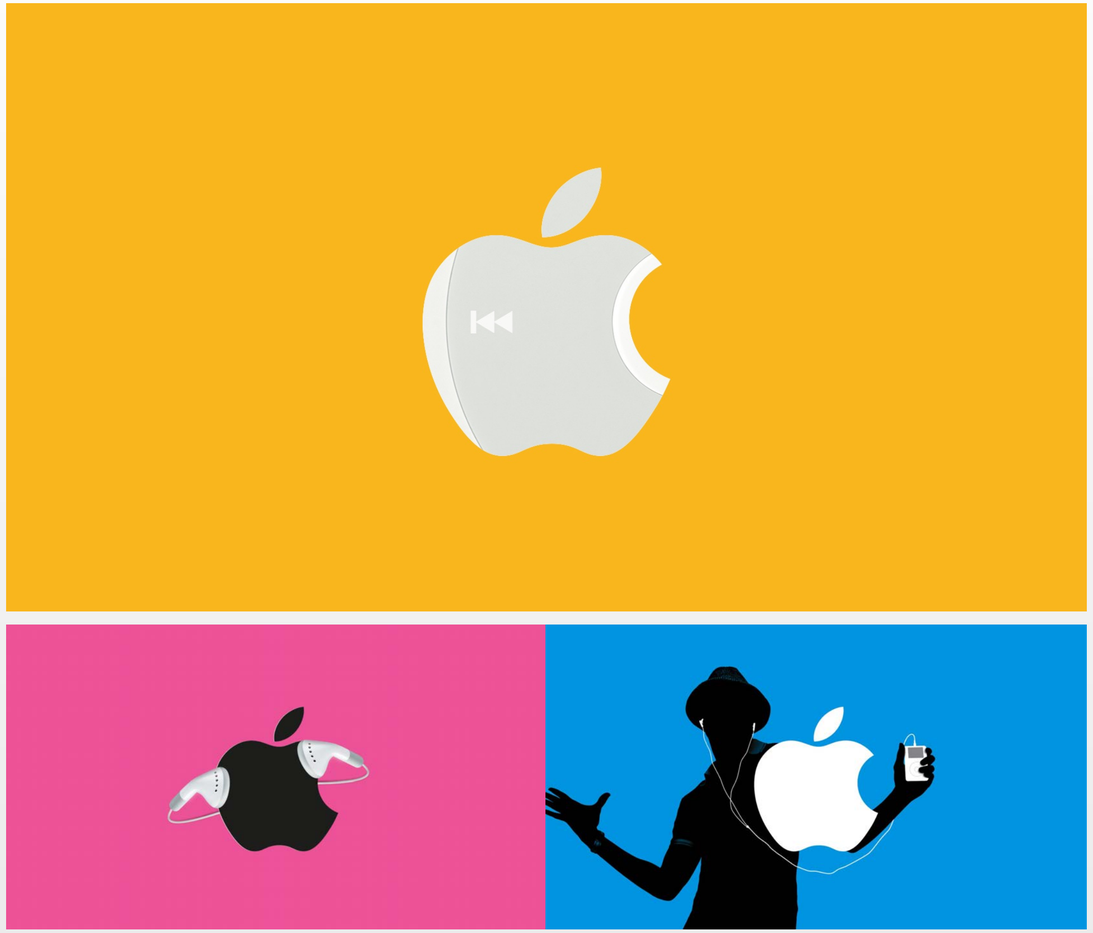
Apple is not affected, and choose to communicate about it, by asking HAL9000 to tell it.



1999 : iBook G3 (Clamshell)

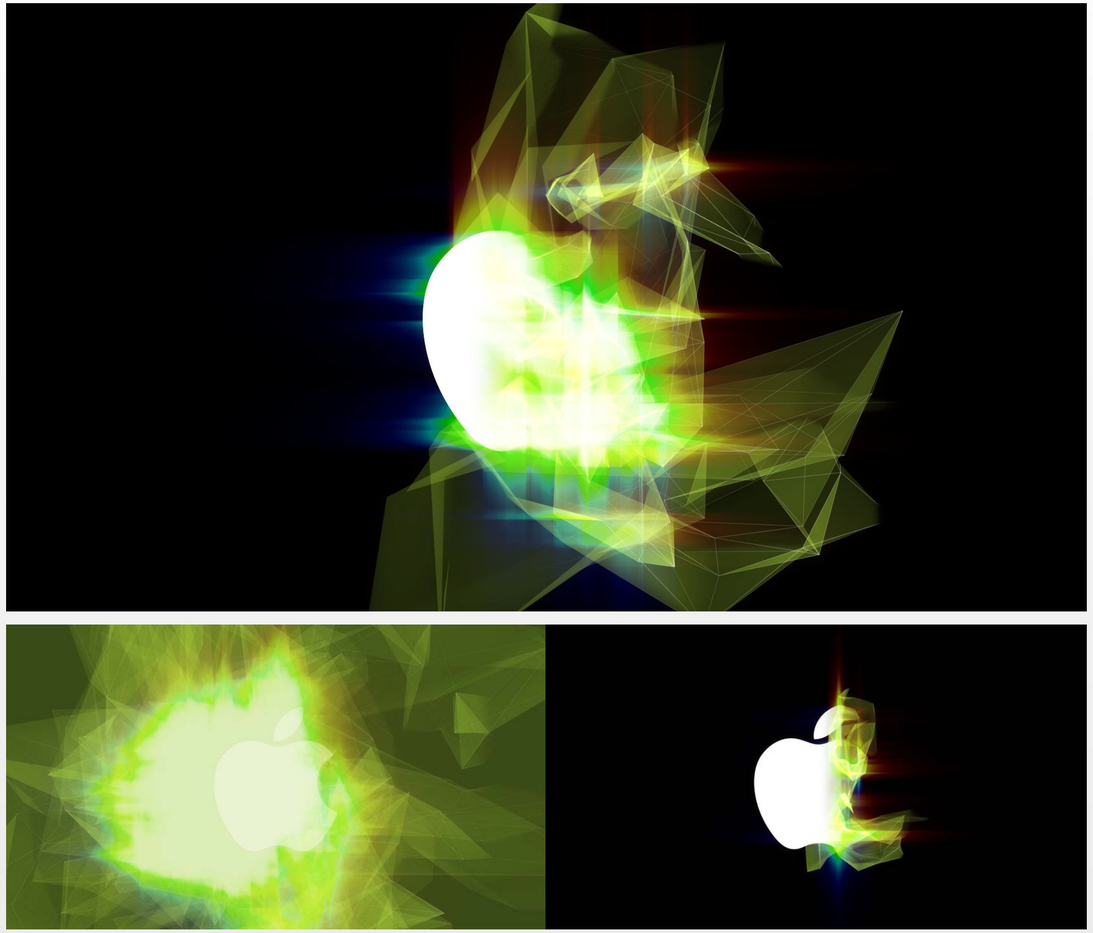
No vents, first consumer computer with preinstalled Wi-fi, and how to forget the 5 meter jump from Phil Schiller to showcase it ?





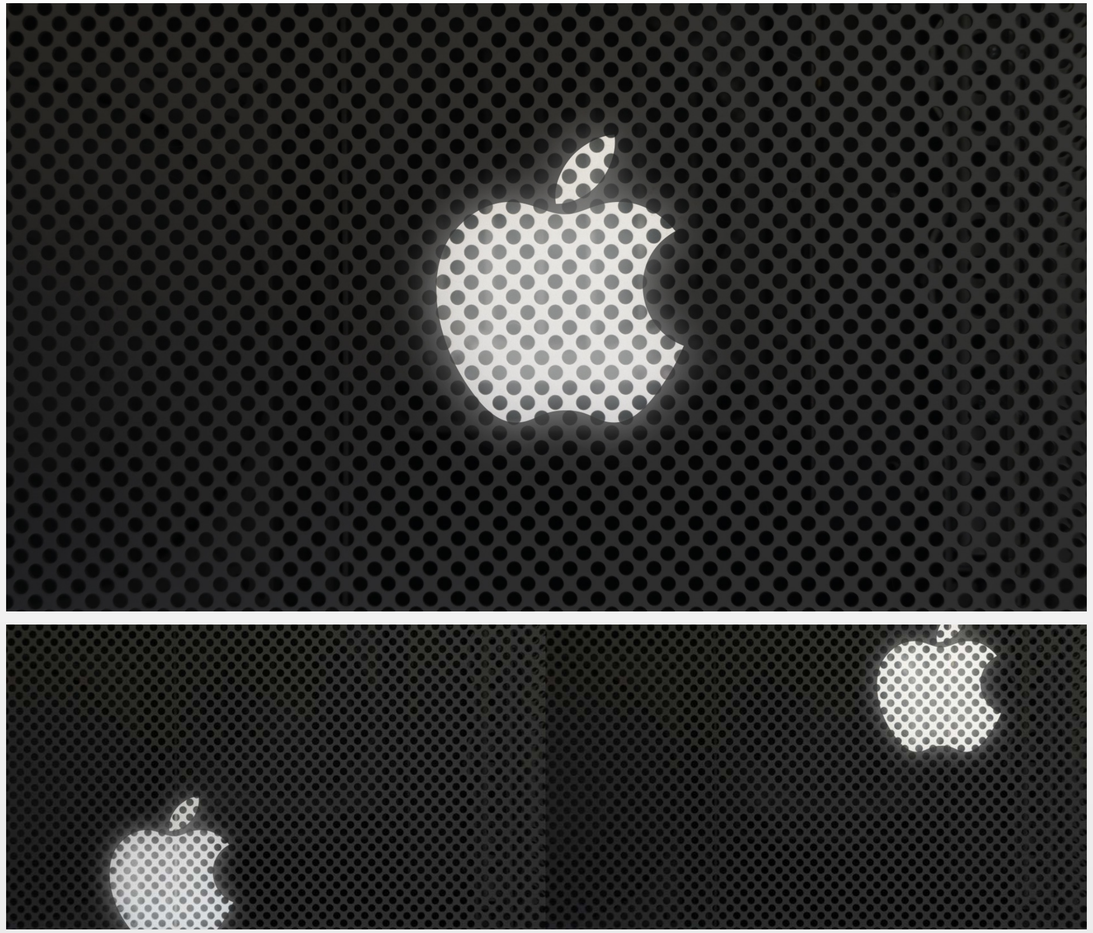
2001 : iPod

Black characters over colored background, and white colored EarPods are Apple signature.



2001 : iTunes

References to visualizers, bringing graphical life to music.

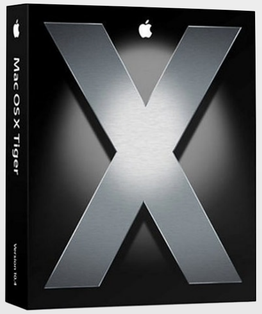


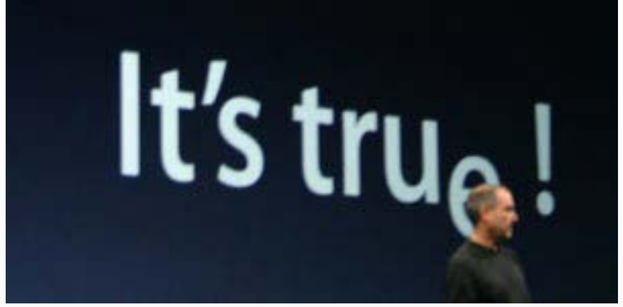
2003 : PowerMac G5

Full Aluminum case

2005 : Mac OS X Tiger

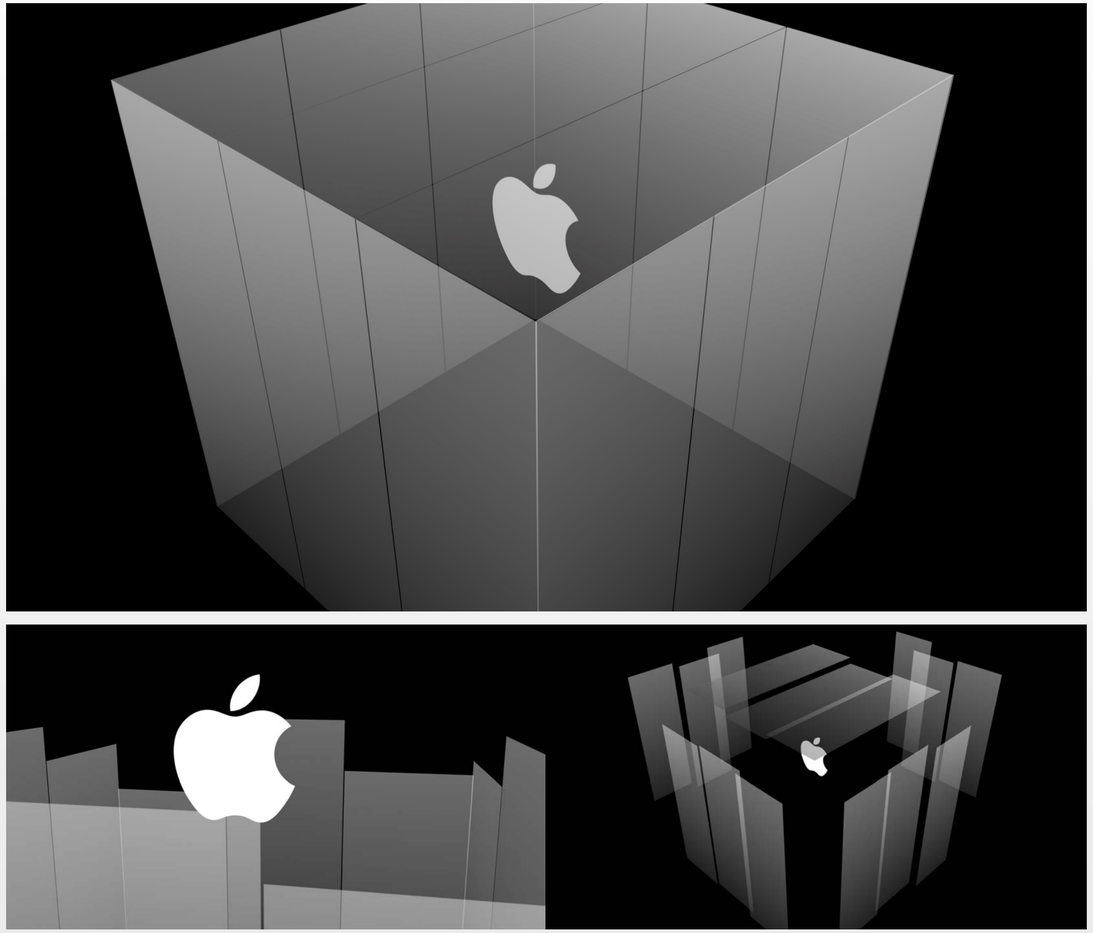
Introducing Spotlight, the fastest way to find a file





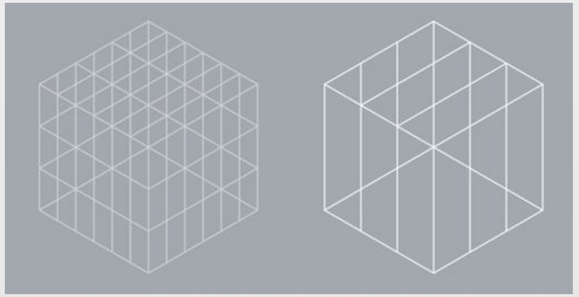
2005 : transition to Intel processors

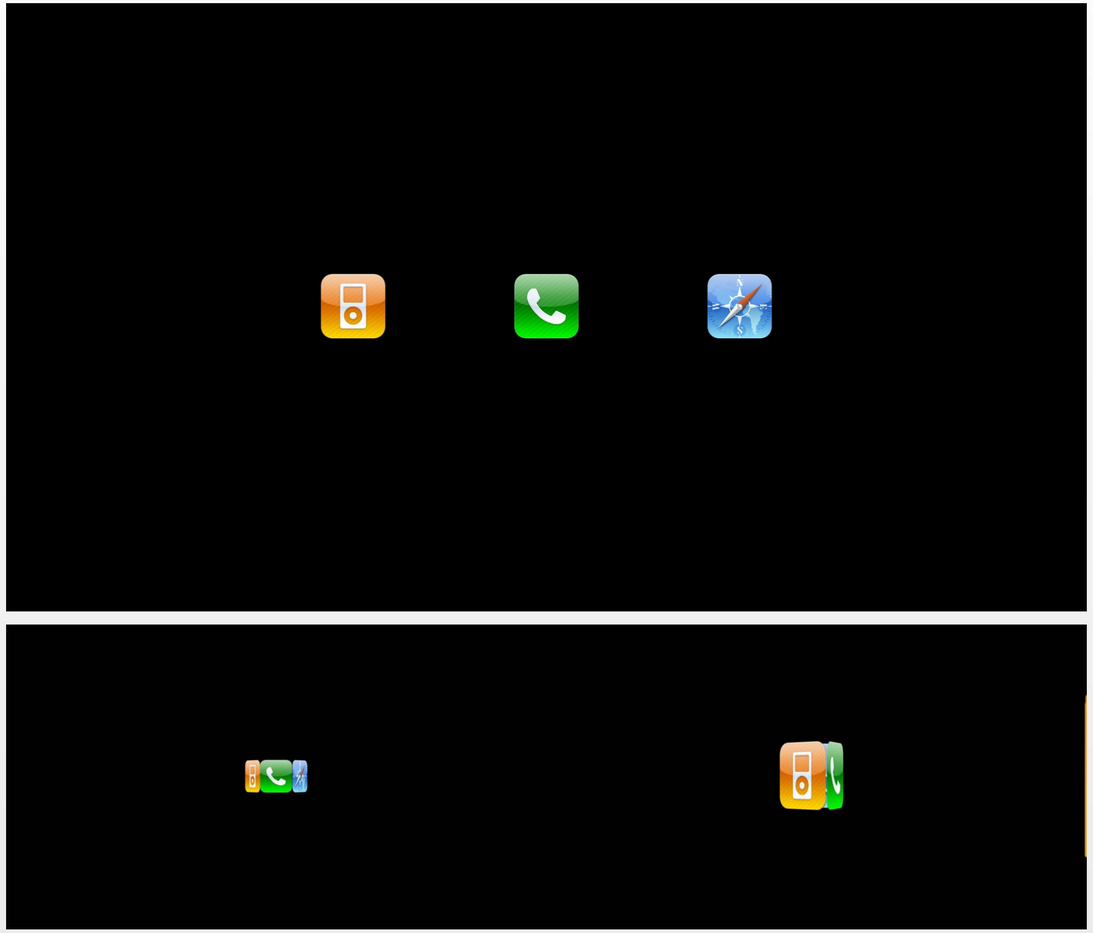
WWDC 2005 announcement, first macintosh released in January 2006



2006 : Apple Store 5th Avenue (New York)

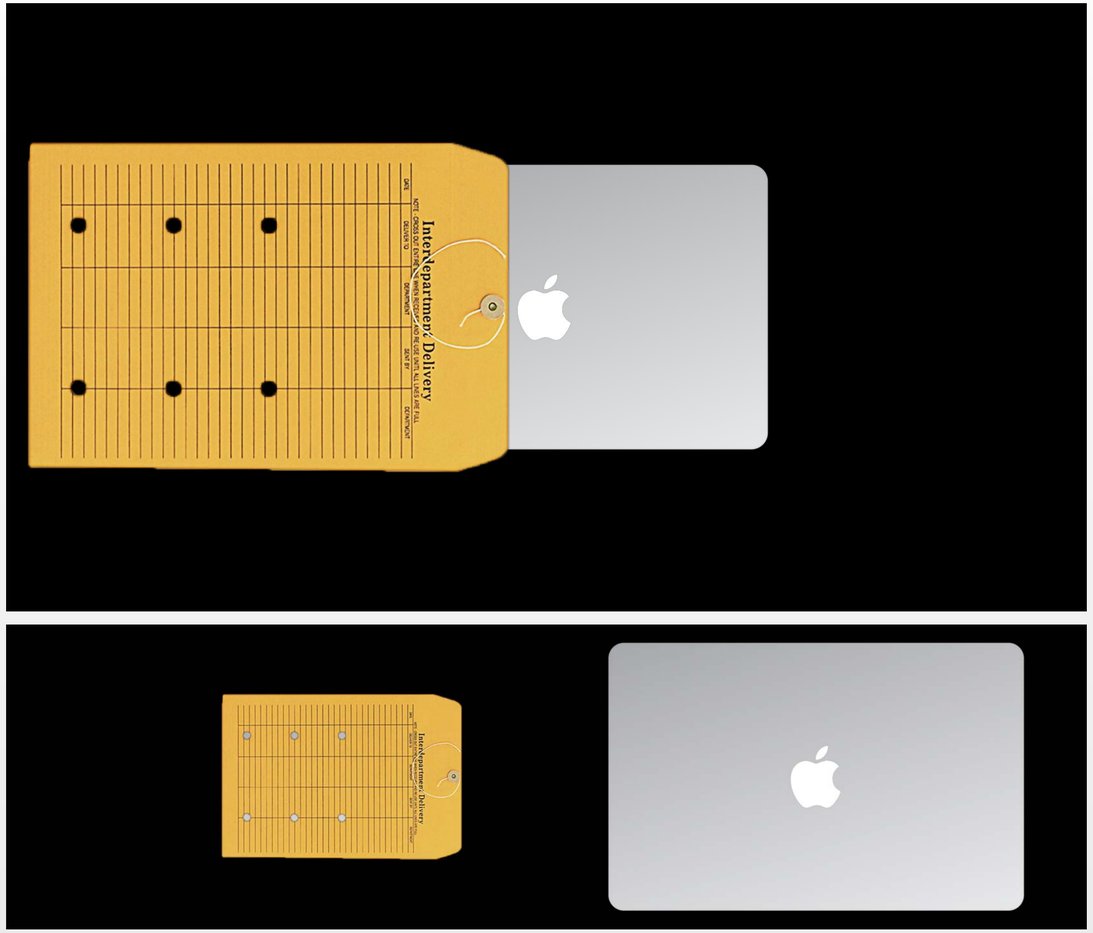
Cube made of glass, at first there were 5 faces of 6*3 panels. The latter were replaced by 3*1 panels in 2011.





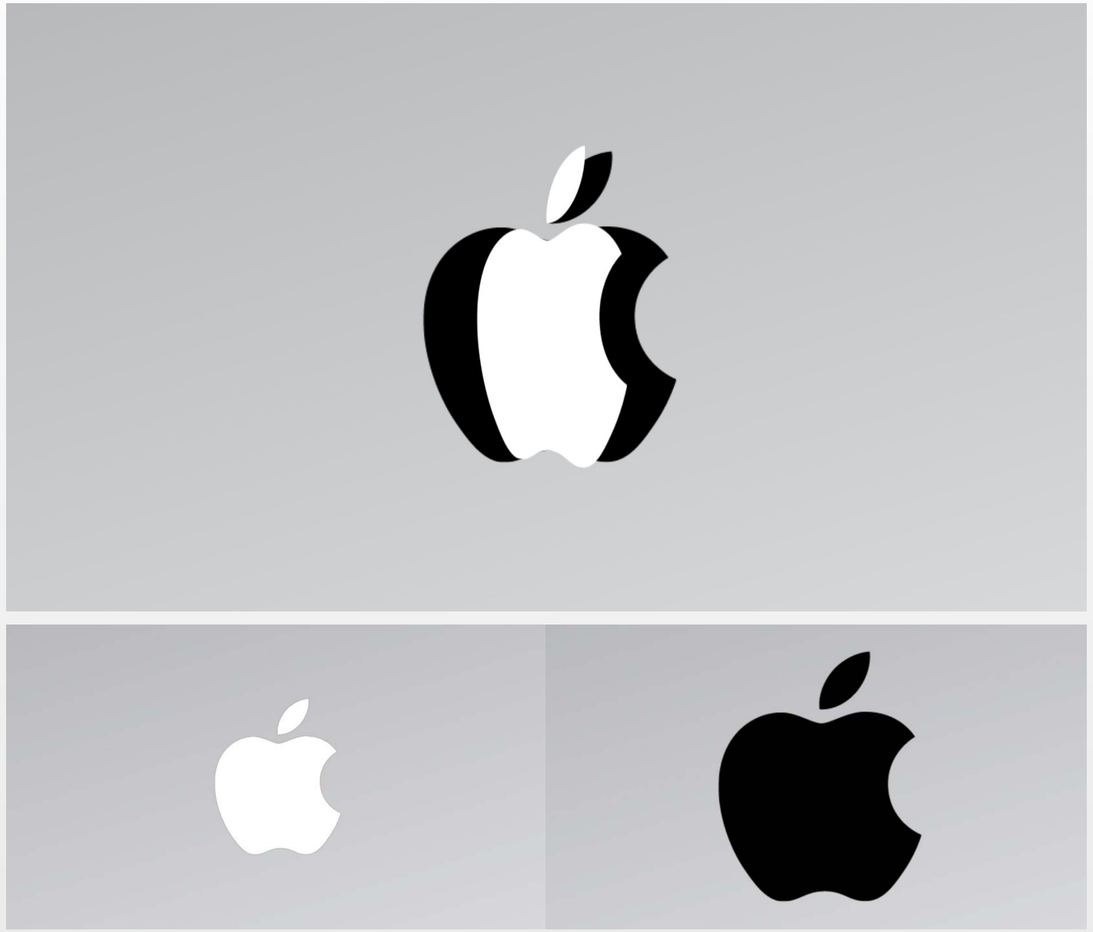
2007 : iPhone

OS X in the pocket : "a widescreen iPod with touch controls", "a Revolutionary Mobile Phone" and "a Breakthrough Internet Communications Device", all in the same product !



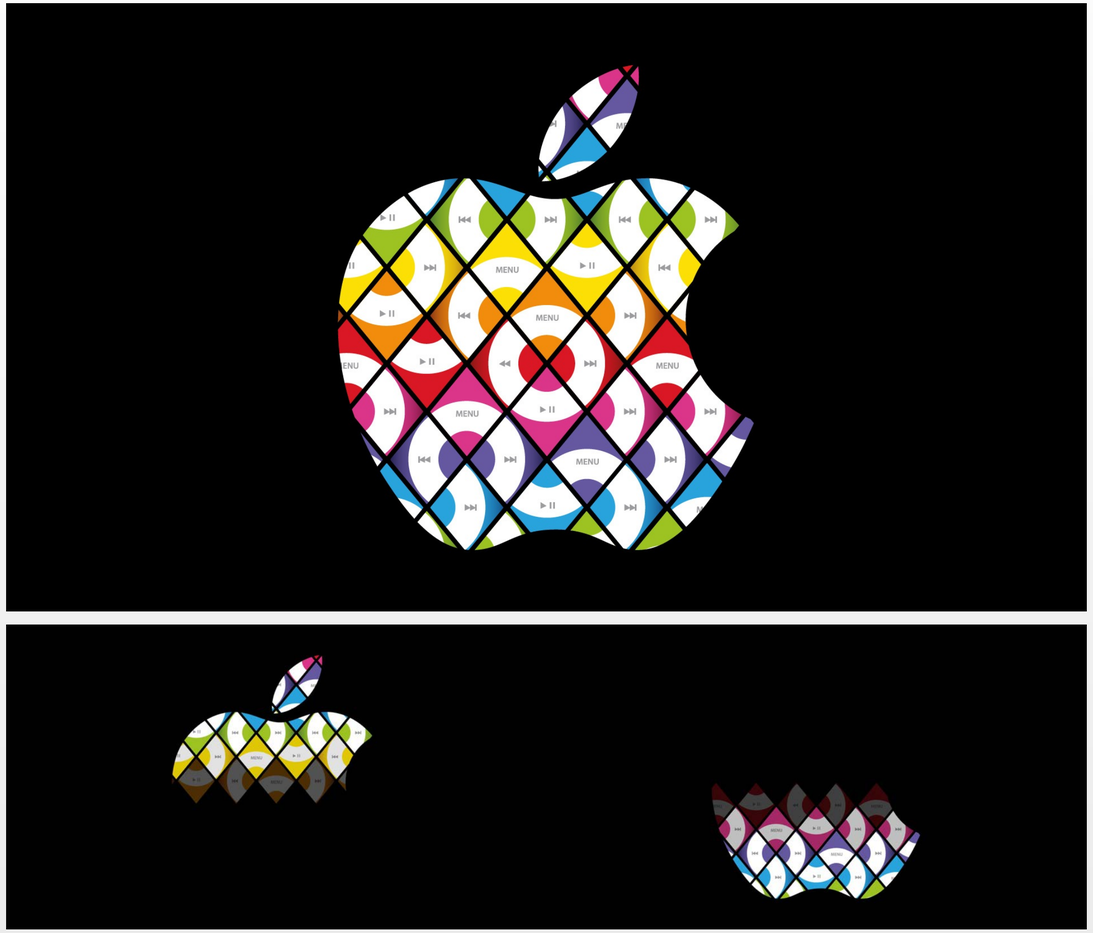
2008：MacBook Air

Goodbye optical drive, hello SSD



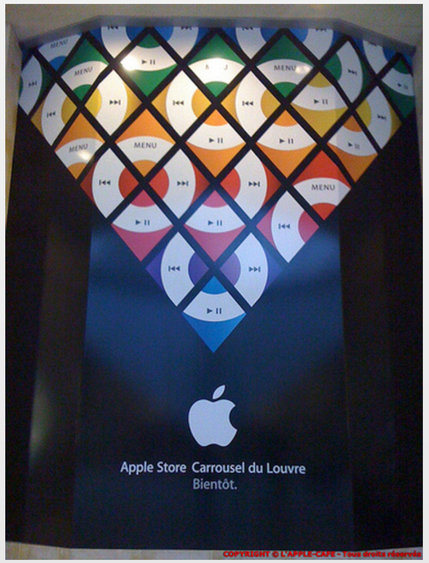
2010 : Back to the Mac

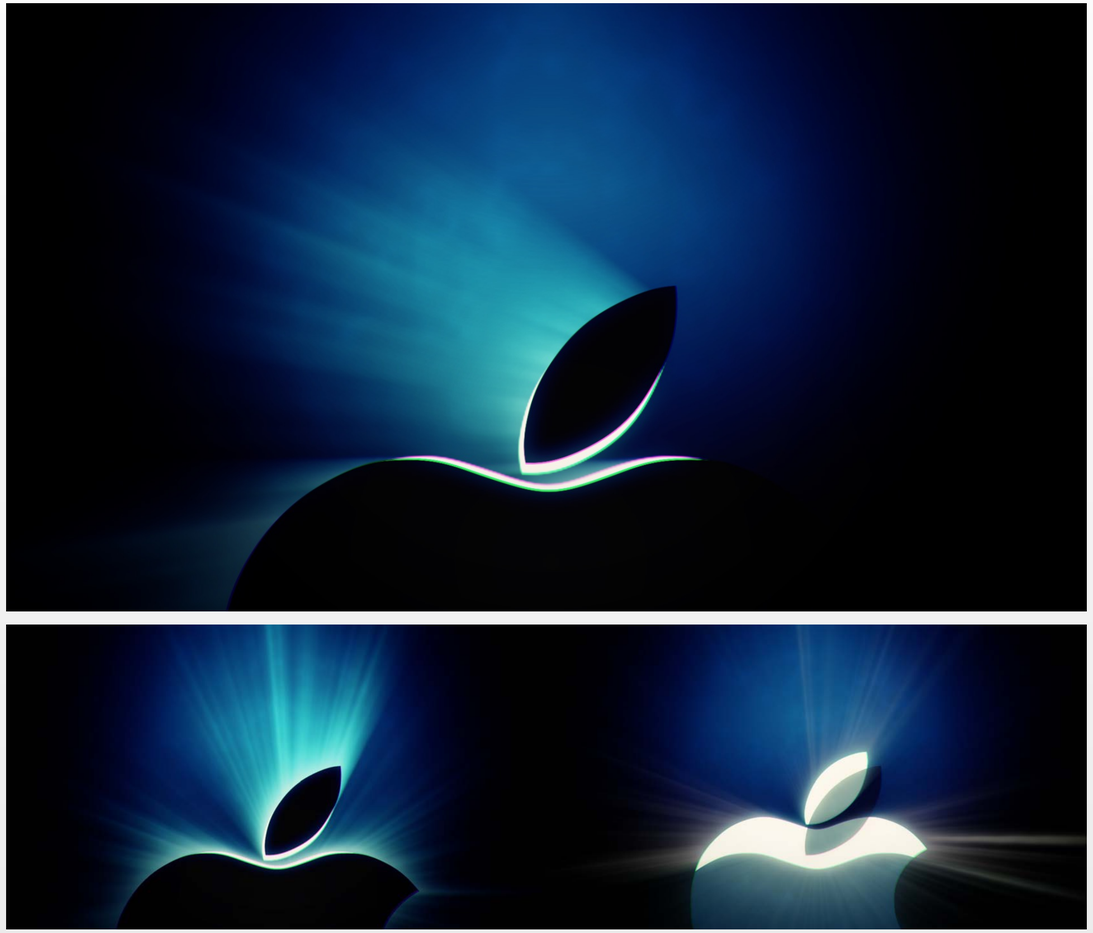
Introducing the new MacBook Air in two sizes and OS X Lion



2009 : 1st Apple Store in France

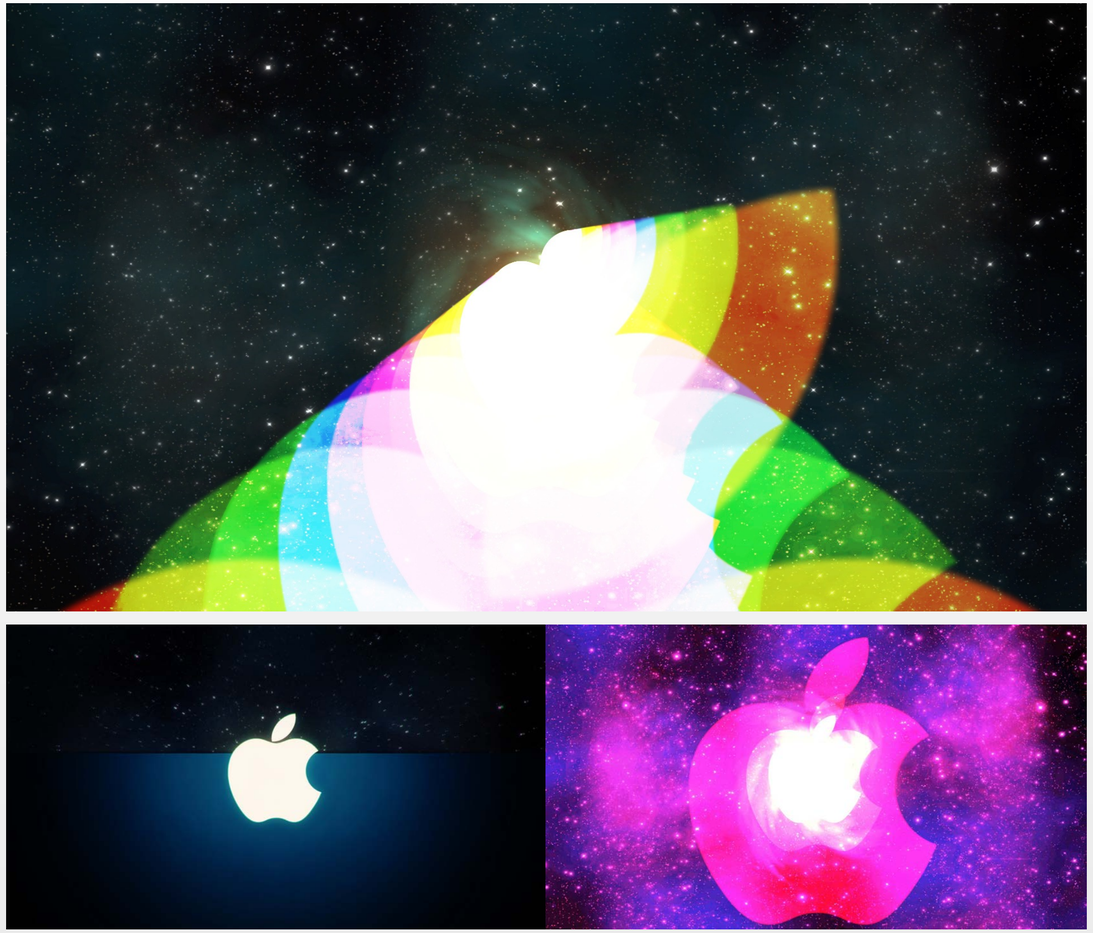
Carrousel du Louvre





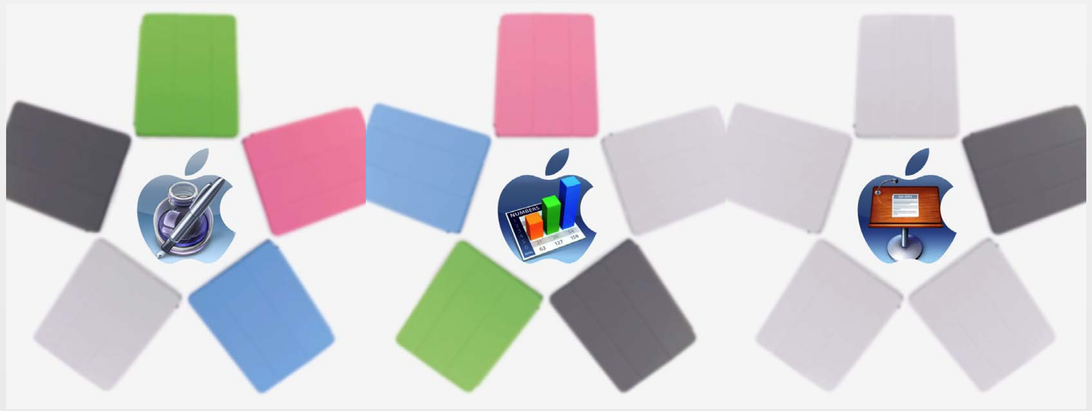
2007 : Just before the iPhone

Wait, aren’t we going back in time?



2007 : Leopard

Time Machine, to correct mistakes

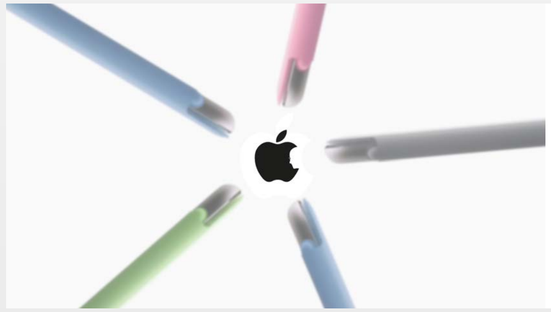


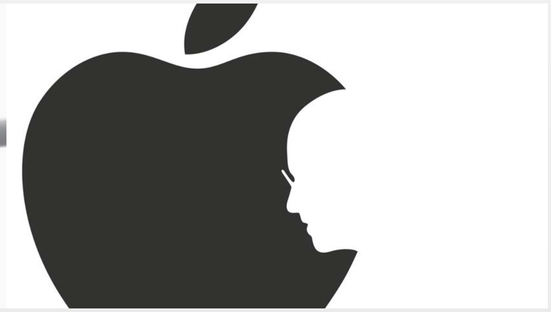
2010 : iPad

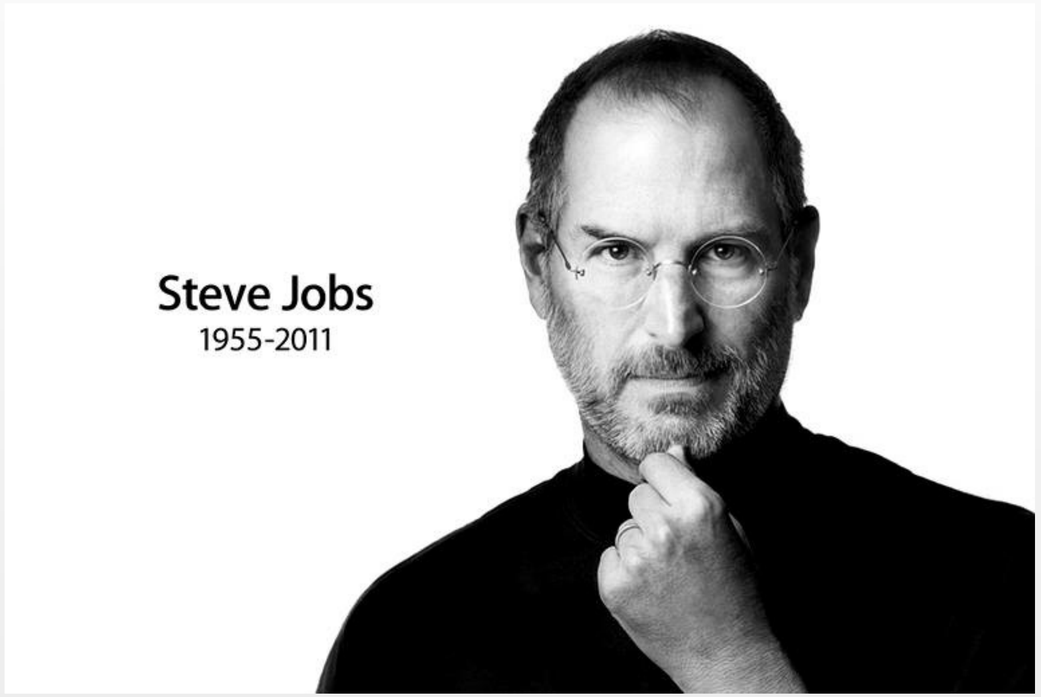
iWork and iBooks on a revolutionary product

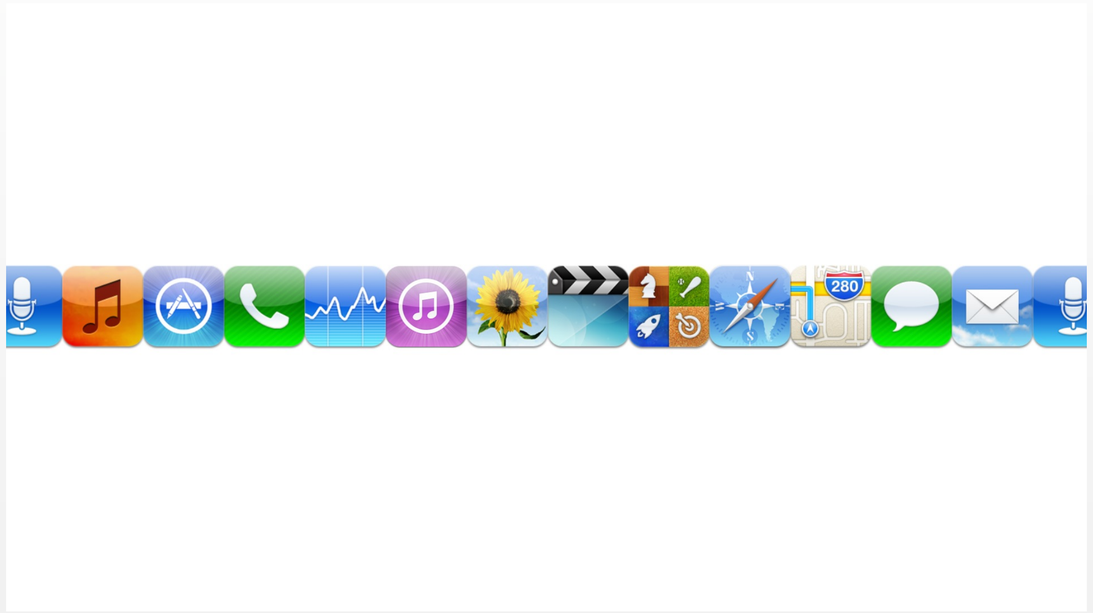
2011 : iPad 2

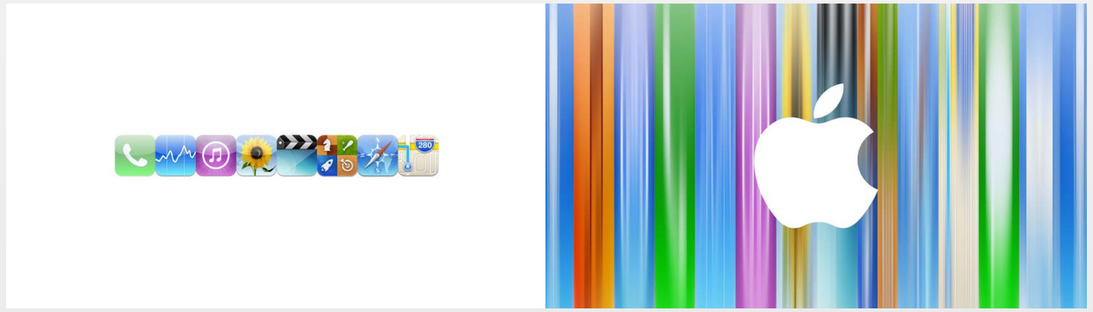
Smart Covers and GarageBand






Steve Jobs
1955-2011





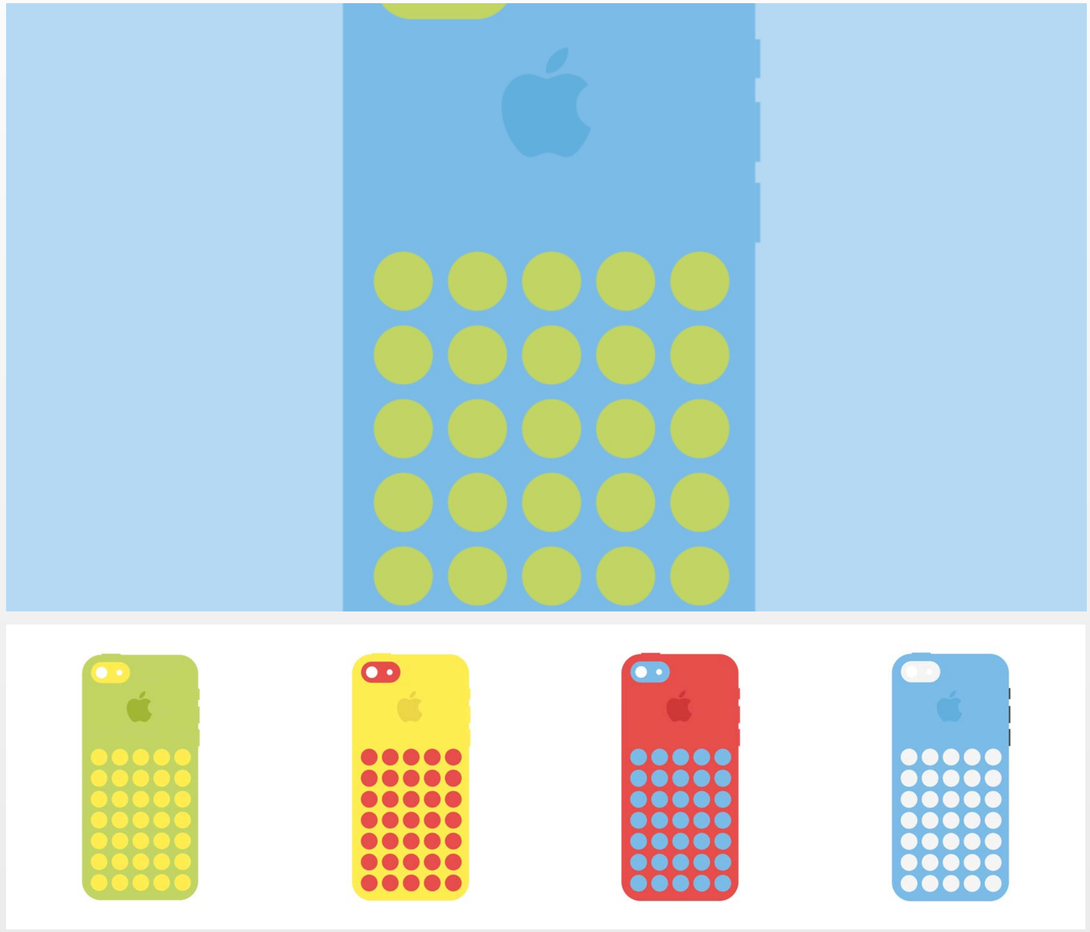
2012 : iPhone 5

New screen size, unibody design

2013 : iOS 7

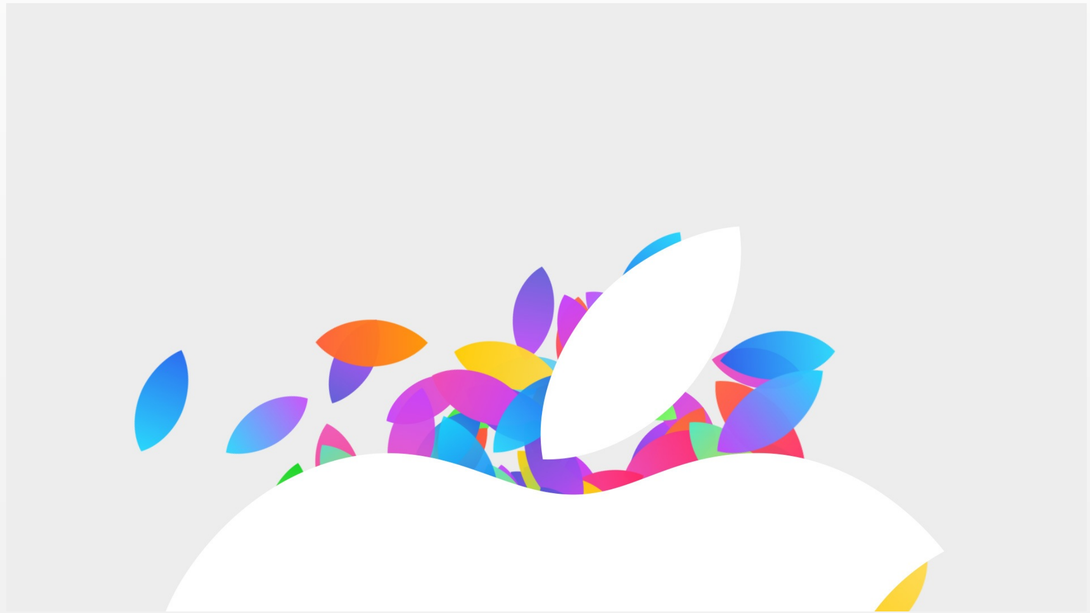
Goodbye skeuomorphism

Bright colors, keep it simple with pictograms

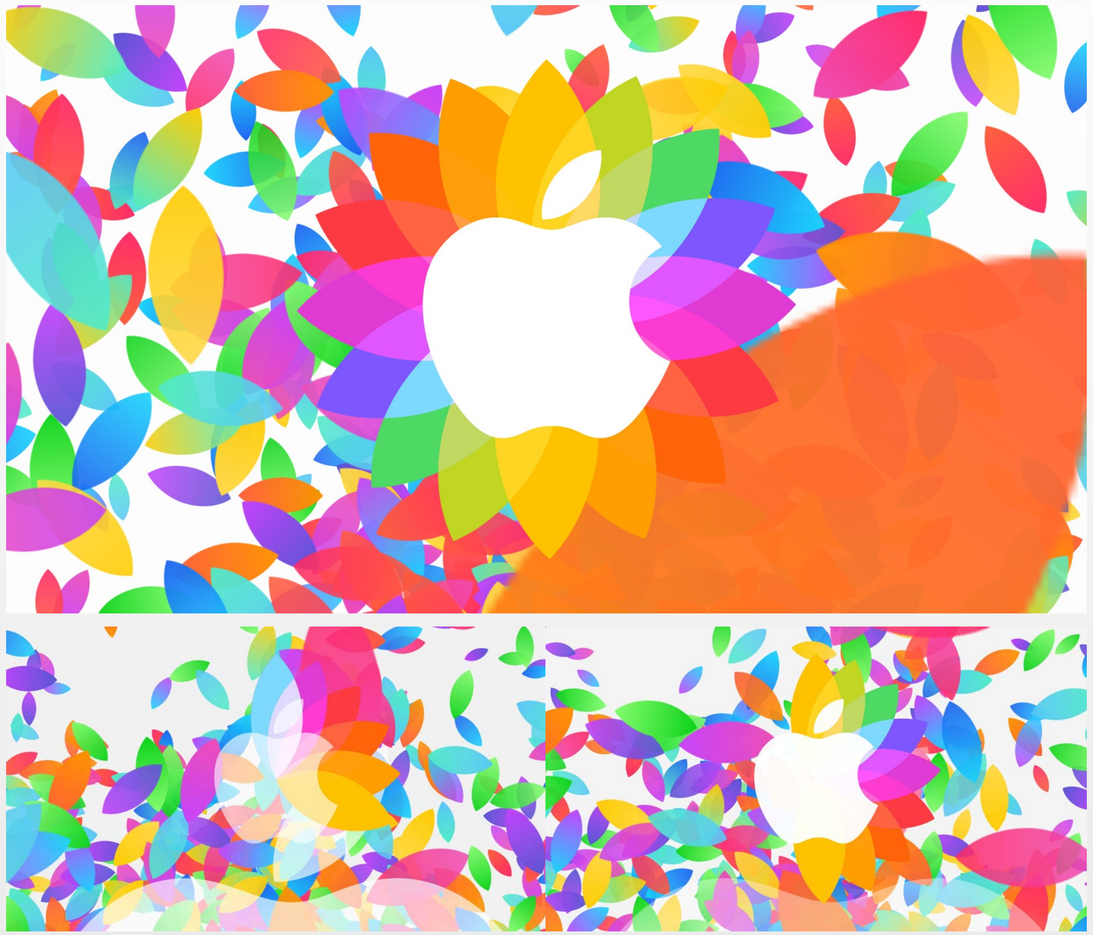


2012 : iPhone 5C

Welcome back color!



2013 : iPad Air and iPad mini retina

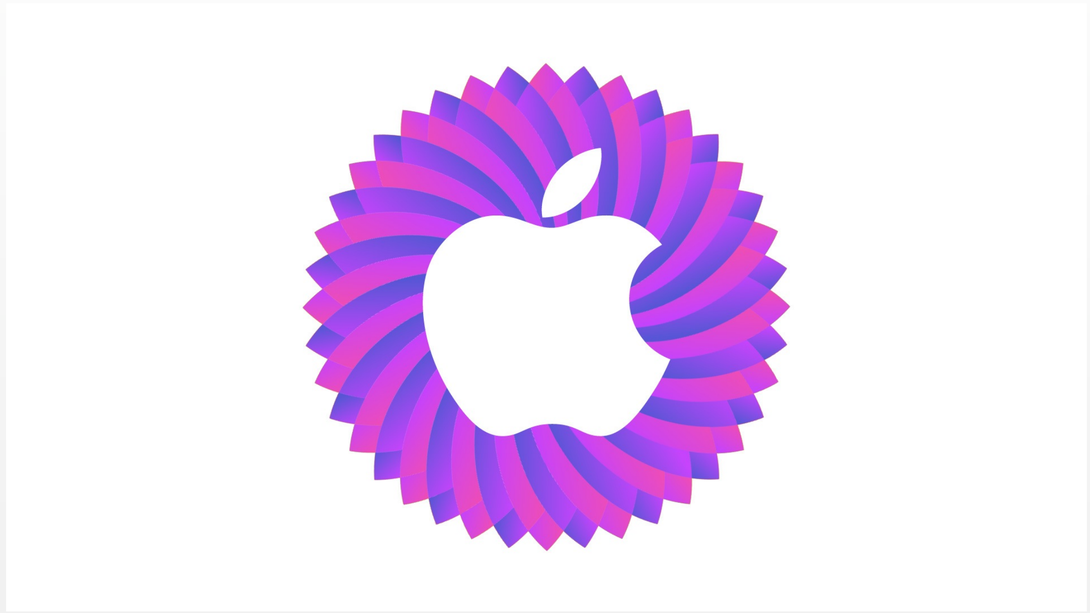


16 leaves

- Mac + iPod + iPhone + iPad = 16 letters
- 4 Mac categories (desktop & laptop, consumer & pro),
  4 iPod models (shuffle, nano, classic, touch),
  4 iPhone screen size (3.5, 4, 4.7 and 5.5),
  4 iPad colors (Silver, Gold, Space Gray, Rose Gold)
- 2016 : Year ending by 16, which is 4x4, 4 squared

40 leaves - one for each year

Like a ribbon, as a reward

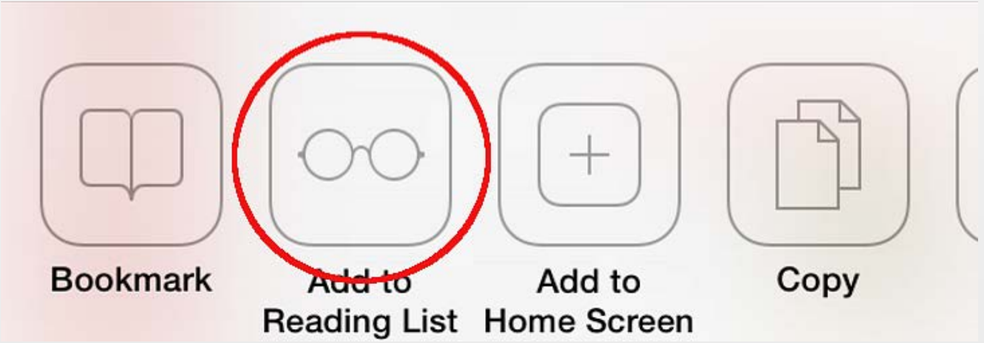


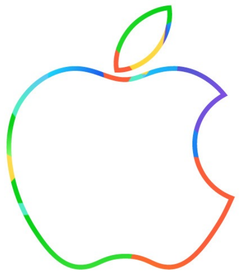
Introducing the eight colors for the final logo,

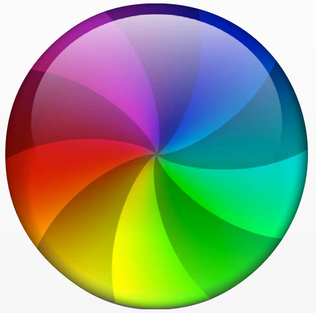
2 at a time.

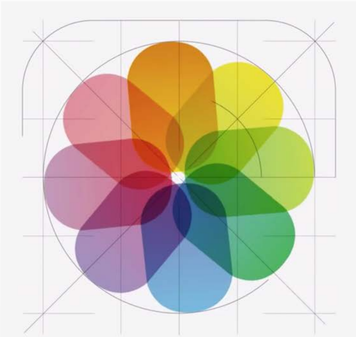
Becoming a stroke only pattern

(iOS 7)

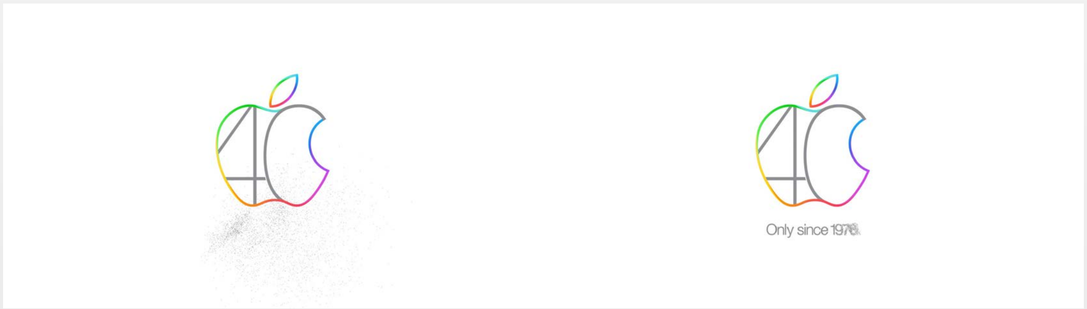








Spinning colors, a way to wait during the loading of the final stage



Baseline is laser engraved, like a customization of Apple product

Thank you.

Apple had changed my life, for the best.