

# The end of a brilliant era: Jony Ive's indelible imprint for Apple and the entire technology world

Jony Ive has officially decided to part ways with Apples to set up a company of their own design whose name - which he has cherished for a long time.

Jony Ive - aka Sir Jonathan Ive, who for more than two decades has always been the creative mind behind the almost all Apple logo design philosophy - has been I decided to part with Apples to establish my own design company called LoveFrom, which he had been cherishing for a long time.

And although Jony Ive said his company will continue to work with Apple as a special partner, this is still the end of a brilliant era for Apple, with tireless dedication. of Jony Ive, has strongly revived on the edge of the abyss and become one of the largest and most influential technology companies on the planet.

1. Apple released a free font 34 years ago on the original Mac



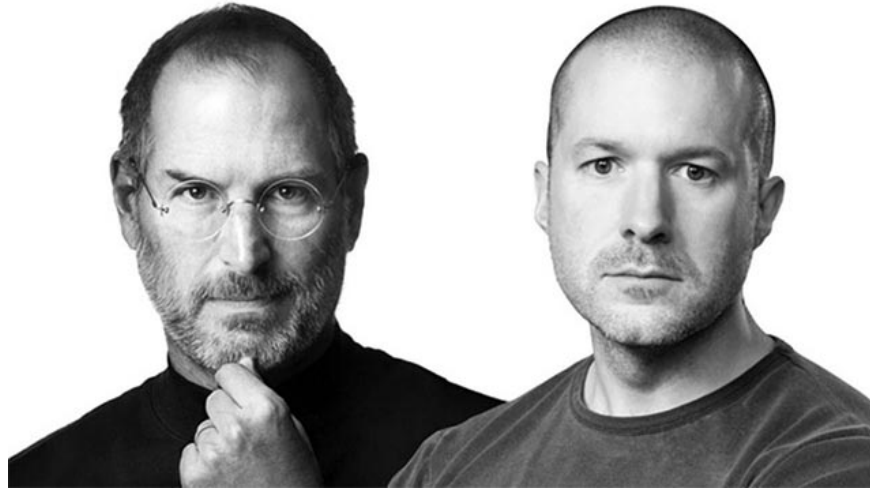
*Jony Ive and the iPad*

Jony Ive started his adventure at Apple in 1992, as one of the important members of the design department, where he played a huge role in the launch and success of computer models. Unique handheld Apple Newton.

Five years later, Jony Ive had intended to leave because he could not find a common voice with key leaders of Apple at the time. But Steve Jobs' extremely important return has made the talented designer change his mind. Steve re-took control of Apple and he spent a day convincing Jony Ive to stay in partnership with him.

The legendary CEO decided to appoint Jony Ive as Apple's senior industrial design vice president shortly thereafter, officially starting a brilliant development of Cupertino giant in every way, Help this brand climb the dominant position in the game of the biggest technology companies on the planet.

1. Steve Jobs, the art of humanity, and the secret to achieving the goal



*Steve Jobs convinced Jony Ive to stay with Apple*

Jony Ive once recounted in a famous story, once published in *The New Yorker*, that he and Steve Jobs had begun to develop the iMac project since the first two days when they officially collaborated with each other. After the success of the iMac, these two most influential Apple men did not fall asleep in the victory but immediately launched a series of new projects, products that not only turned Apple into a force in the technology village, it is more important that they have set a gold standard in design for modern technology products from smartphones (iPhone), tablets (iPad), to laptop (Macbook). This is probably also the most important achievement, making Jony Ive's name in the 'chronicle' of the global technology development process.

Back to Jony Ive's adventure at Apple. The success of the iMac was soon followed by an even greater success, which could be considered one of the "wonders" in the field of handheld technology devices: iPod.

1. How smart phones have jumped from \$ 200 to \$ 2,000

The iPod was another effective collaboration project for Jobs with Ive, and the success of this project had a huge impact on Ive's position in Cupertino as Steve Jobs's right-hand man, the materialist. second in Apple, and also the most precious 'jewel' owned by the company.

If Steve Jobs is the owner of a vision beyond time, as well as ideas that can completely change the development of the computing world, then Jony Ive is a 'witch' architect, using 'my magic' to turn Jobs' ideas into touchable, catchable artworks, irresistible to consumers, and hooked in contentment.

At the pinnacle of the iPod, the design of this music player - this versatile entertainment has become so popular that even the white headset that comes with the device has a level of brand recognition. The brand is almost absolute in the United States. It can be said that at that time, iPod has become a lifestyle, a 'religion' of young

people in many countries around the world.

1. Apple made a comedy music video for up to 5 minutes to mock Windows 95



*iPod has become a lifestyle for young people*

And of course, mentioning the top-notch development of Apple, one of the main factors that made it possible: iPhone. Many iPhone generations have been released, but since its first appearance in 2007, the iPhone has always been Apple's most important product, the deciding factor in the sales of Apples. all year. More importantly, it is the product line that changes the way humanity experiences and thinks about a smartphone.

All iPhone designs, from touch screens, home buttons, to other important form factors such as dorsal or edge material . are Jony Ive's innovative products. And there is no need to say much more, we all know that the influence of the design philosophy that Jony Ive brings on iPhone has created resounding victories throughout the smartphone industry, to the point where many phones are dated. still follow that philosophy. Especially Chinese smartphone manufacturers, they always know how to effectively learn the design style of newly launched iPhones, apply to their products and achieve remarkable success.

1. Ian Goodfellow - Google's leading AI expert has just "returned to the team"



*The iPhone's design has a profound effect on the smartphone industry*

In 2012, Ive was empowered by Apple's leadership to handle all of the Apple Appellant Human Interface projects, replacing Scott Forstall. With this decision, the genius designer took all the keys to the interface of all Apple's hardware and software initiatives.

Jony Ive's role at Apple really reached its peak around the time of the release of iOS 7 in 2013. This update has brought great success for Apple in general and personally Jony Ive in particular when returning. an intuitive interface serves as a foundation for nearly all later versions of the iPhone and iPad software. And this hidden sign still exists today as a guiding philosophy of beauty on all of Cupertino's software products.

After that success, one strange thing is that Ive's influence at Apple suddenly diminished and "eroded" year after year, though still improving at work. In 2015, he was appointed as 'design director' of Apple in a more favorable role. Ive handed over the daily management task to separate hardware and software groups at Apple to others. Instead, he will still be responsible for all Apples' design ideas, as well as spend time focusing entirely on current design projects, new ideas and future initiatives. Many people at the time judged the move as a stepping stone to Jony Ive's official farewell to Apple.

However, in 2017, Jony Ive suddenly took control of the design department again, but considering this as a comeback, this re-release is more sad because it doesn't leave much impression. . And perhaps this has further inspired his decision to leave later this year. All of this confusion suggests that it is not easy to pinpoint the true role of Jony Ive at Apple over the past few years.

1. How Nokia has been dropped by Samsung and Apple, the answer will be in a GIF image



*Jony Ive and CEO Tim Cook during the iPhone 5c launch*

Leaving aside the contradictions about Jony Ive's role at Apple, we talk about the change in his product design philosophy. The most obvious is the change in the material selection and design style around that material. Over time, he switched from 'love' to light-colored plastic on the iMac and iBook, to the most homogeneous and final white designs of aluminum and glass, which still dominate the Apple product line for to this day.

At the same time, we can see how the smartphone world has been strongly affected by this shift, as evidenced when the iPhone switched to using the glass back (iPhone 4), many firms followed, until iPhone. 5 with monolithic aluminum was launched, there was a fever of aluminum use in smartphone production worldwide, similar to the return of the glass on iPhone 8 and iPhone X.

In addition to the worldwide recognized success with the iPhone, iPod and iMac, few people know that Jony Ive has also received a lot of criticism with 'failure' on some other popular products. like iPod Hi-Fi, Magic Mouse 2, or first generation Apple Pencil. There is also a thinness of the product that has always clung to Jony Ive, making him spend a lot of effort towards it on each design. However, thinness doesn't always help, the slim design gives Ive's products the undeniable aesthetic beauty, but it also results in unreliable battery life on the iPhone and phenomena. The keyboard has an error on the MacBook Pro recently.

1. This is why Steve Jobs once claimed to destroy Android until his last breath



*The MacBook Pro has a slim design but faces the same problem with this thinness*

Besides, there have been many complaints about the lack of creativity in the design of many iPhone lives, especially from iPhone 6 to iPhone 8. Some of the tougher even asked CEO Tim Cook 'to replace Blood 'product design team. However, in fact, although the design has not changed much, the sales of iPhones sold every year still make all other smartphone manufacturers in the world wish. The iPhone is still expensive while not changing so much about the production line because the design is almost the same, greatly saving production costs - that's Jony Ive's 'magic' and brains. genius at Apple.

And as said, it is important that you realize how influential Jony Ive is in the entire field of technology. Nearly all current smartphones are inspired by the full-screen design of the first-generation iPhone, and every laptop is compared to the iconic MacBook Air design. .

The good news for Apple fans is that although it will officially leave Apple in the near future, Jony Ive's influence on the Apple family remains almost unchanged. Ive's new company LoveFrom considers Apple the first customer, and will continue to work closely with the US giant and in a series of major projects of the future. And there is no doubt that Jony Ive's ethics in design and aesthetic perfection will continue to echo throughout Apple halls - His influence at the moment is too big, almost iconic.

1. CEO Tim Cook: You can succeed without a University diploma



*Jony Ive's departure will leave a big gap for the iFan*

Anyway, the departure of Jony Ive has really left a big gap for the long-standing iFan, but he has always followed every ups and downs of the company for decades. It marks the end of a brilliant era of Apple empire. From here Apple will probably put on a new style, to enter a new era - the era of 'post-Jony Ive' - with the highest confidence!

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