

# 12 (+1) CAMERAS THAT CHANGED PHOTOGRAPHY

Temporal Infographic Project

# WHAT'S INSIDE?

**177**

YEARS OF EVOLUTION

**12**

PIVOTAL CAMERAS

**4**

PHOTOGRAPHY ERAS

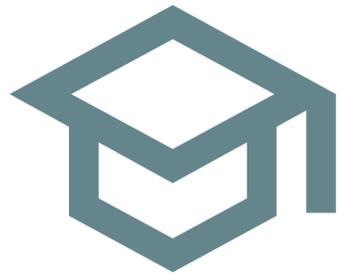
**20+**

TECH & UX INNOVATIONS

# RESEARCH QUESTION

How to visualize nearly 2 centuries of photographic evolution with the highlights of user experience and technology changes?

# DATA SOURCES



## ACADEMIC SOURCES

- Harvard the History of Photography Timeline
- Britannica Online: History of the Camera
- Rosenblum: A World History of Photography (4th ed.)



## MUSEUMS & ARCHIVES

- Science Museum Group
- Library of Congress



## TECHNICAL & VISUAL

- Flickr historical collections & camera samples
- Wikipedia archives
- Manufacturer specifications & documentation

*RESEARCH STRATEGY:* Current, Relevant, Authoritative, Accurate, Purposeful

# DESIGN STRATEGY

## TYPOGRAPHY

TYPEFACE : FUTURA PT

- Geometric, functional, modernist typeface
- Symbolizes the modern, industrial design
- Has an industry relation—used in Leica's and Zeiss' campaigns

**TITLE**  
**SUBTITLE**  
**Subhead**  
Body Copy  
Captures

## IMAGERY

ICONOGRAPHY

Tech & UX Innovations



CAMERAS PHOTOS

Gear Evolution



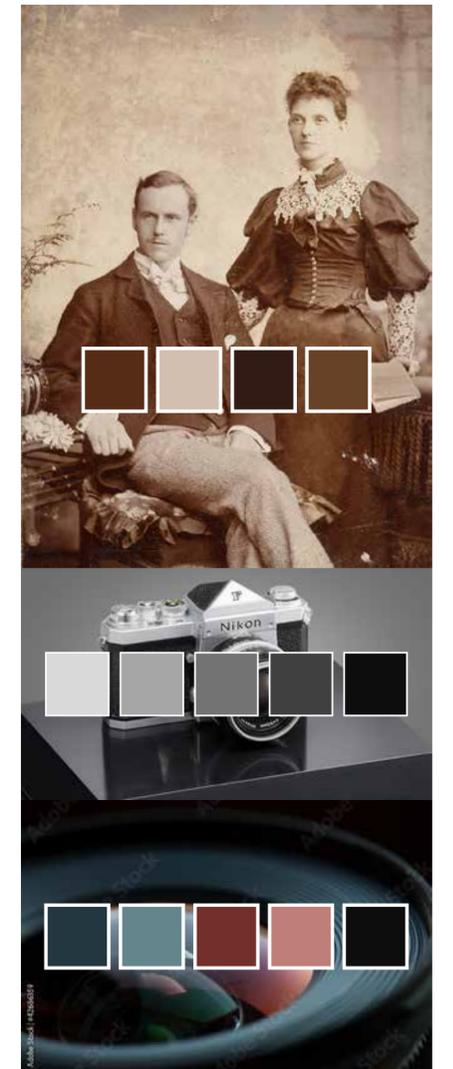
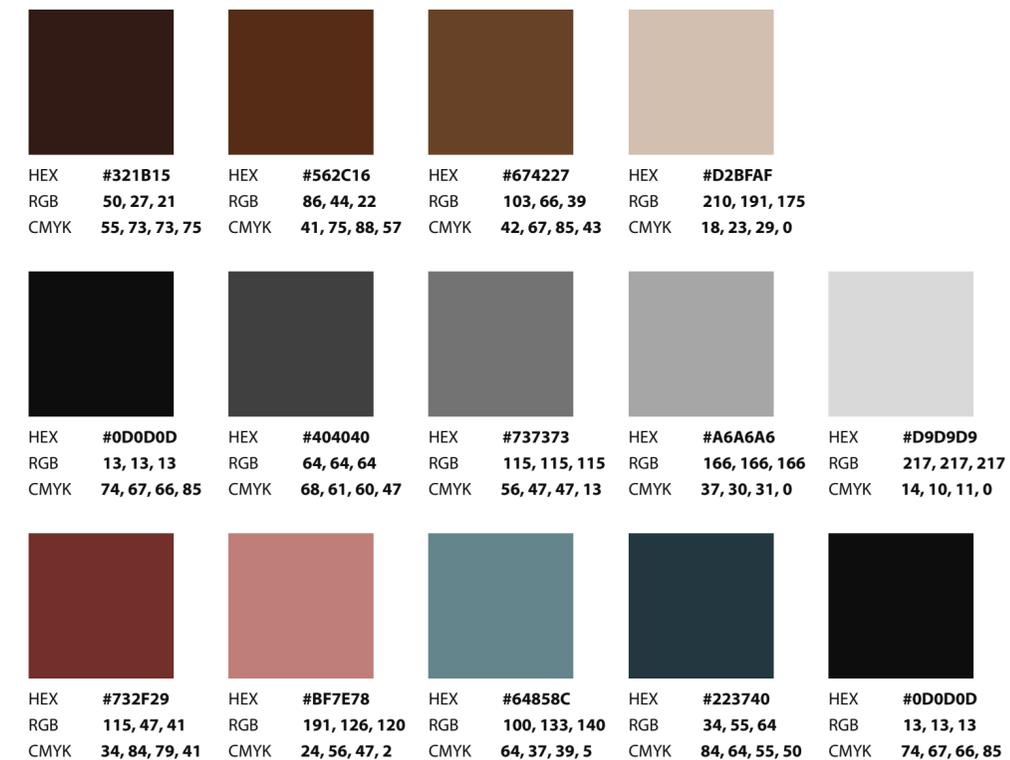
PHOTO SAMPLES

Result Evolution



## COLOR CONCEPT

Gradual color transitions based on the eras  
(sepia => shades of grey => colorful)





# 12 (+1) CAMERAS THAT CHANGED PHOTOGRAPHY

177 YEARS OF EVOLUTION START HERE

MECHANICAL FOUNDATIONS

- Silver Plate Technology**  
Heavy, complex chemical workflow, no viewfinder
- Film Camera Roll**  
No chemical plates, easier and faster process
- Interchangeable lens**  
Compact 35 mm system, a separate viewfinder

**DAGUERREOTYPE**



1839

**KODAK N°1**



1888

**LEICA 1**



1925

- Auto focus & Film Roll**  
Faster & easier process, exposure modes
- Instant Print Camera**  
Portable, affordable, easy to use
- Eye-Level Viewfinder**  
Full manual control for fast, precise work
- Modular Medium Format**  
The first camera in space, pro studio standard

**MINOLTA 7000**



1985

**POLAROID SX-70**



1972

**NIKON F**



1959

**HASSELBLAD 500C**



1957

SLR REVOLUTION

DIGITAL TRANSITION

- Digital Sensor Camera**  
Instant review, floppy disk for media storage
- Point & Shoot 90's**  
LCD screens, small digital sensors, very compact
- Mobile Photography**  
A camera inside your phone, tiny sensor
- Mirrorless Full Frame**  
Smaller and faster, EVF, hybrid photo & video

**SONY MAVICA**



1987

**CASIO QV-10A**



1994

**IPHONE 1**



2007

**SONY ALPHA 7**



2010

COMPUTATIONAL PHOTOGRAPHY

- Future Camera**  
Voice-controlled, fully automated scene creation
- AI-Enhanced Photos**  
Auto-edited exposure, noise reduction, HDR

**FULLY AI CAMERA**



????

**GOOGLE PIXEL**



2016

## Icons

- instant print
- auto exposure modes
- multifunctional
- chemical process
- heavy
- compact
- film photography
- medium format
- 35 mm format
- new type of viewfinder
- single lens for viewfinder & exposure
- interchangeable lens
- faster process
- digital sensor
- mobile photography
- mirrorless
- AI
- LCD screen
- Floppy disc
- no general access
- general access
- photo journalism
- street photography

The infographic showcases the photography timeline based on 13 (+1) cameras that had a significant impact on the industry. The timeline clustered by "photography eras" based on common trends among the devices and process. The icons indicate the key innovations in technology or user experience that lead to changes, and the cameras choice was based on their impact rather than new concepts.

REFERENCES

SCAN FOR



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# CUSTOMERS' PERSPECTIVE

## PHOTOGRAPHY ENTHUSIASTS:

- Trace how modern cameras inherit features from historical innovations
- Understand photography as an evolving process, not a fixed tool

## GENERAL AUDIENCE:

- Recognize how technology shapes what photographs represent as “reality”
- Compare mechanical, digital, and AI-driven image creation at a glance

## DESIGN & DATA PROFESSIONALS:

- Study how complex, time-based information can be structured visually
- Observe the use of color, hierarchy, and icons to encode change over time

## STUDENTS & EDUCATORS:

- Use the infographic as a teaching aid for photography, media, or visual culture
- Support discussions about technology, authorship, and image credibility

## PLACEMENT



LIBRARIES



MUSEUMS



EVENTS



SCHOOLS



BOOK STORES

# +1 CAMERA : A FUTURE AI DRIVEN GEAR

## WHY AI DRIVEN CAMERA?

The concept is popular among photographers on resources like Reddit or Youtube. The secondary research of forums, expert commentary, and industry discourse reveals a consistent expectation: photography will continue shifting from manual control toward algorithmic interpretation and automation.

## POSSIBLE FEATURES

- Voice control
- Fully automated in-camera scene creation
- AI-driven adjustment—lighting, resolution, HDR, contrast, noise reduction, and more

## VISUALIZATION TOOL:

Nano Banana Pro (Gemini 3, v. December 2025)



### The Prompt for Nano Banana:

A concept product render of a future AI-driven digital camera. Ultra-minimal industrial design: smooth anodized aluminum shell, no buttons, no viewfinder, no grip. A single intelligent optical element with adaptive glass. Touch-sensitive surface instead of physical controls. Thin LED indicator ring around the lens. Integrated cloud and voice control icons subtly etched into the surface. Designed for fully automated photography and computational imaging. Product photo with studio lighting, high-end product photography, realistic shadows, sharp detail, white background. Show the camera front view with a lens, and make it look simplified and futuristic.

# THANK YOU!

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