

With my project, it is related to Mathemalchemy since it is a flyer that would be hung up around campus to further promote and support the art piece. My part as the retained consultant would be a designer and marketer for mathemalchemy as it is having its last days on campus. Being able to spread word about the piece to the students and staff on campus, but also gain potential donations for their very own fundraiser for the relocation. My purpose is to enhance the engagement of the community with mathemalchemy.

Flyers around campus are a quick and useful way to spread word of an event or spread the word of something important happening near or on campus. Grabbing the community's attention with a more colorful and eye appealing flyer that gives a nice preview of what Mathemalchemy is, where it is located and when it will be leaving. I also included a small part where anyone donating to their fundraiser lands them with a PI shaped cookie cutter as a thank you!

As I went about making the flyer, I incorporated a lot of Mathemalchemy's characteristics throughout its name, adding a chipmunk on the top right for all the chipmunks in the actual piece, and small details along the paper. Making its name the main part of the flyer, to stand out and grab your attention. Then after grabbing your attention, you can notice the intricate details. Including the linked chain on the bottom of the flyer.

These first three letters are more correlated with the material we had learned in the beginning of the semester that I thought was significant enough to include.

Starting off, the first M in the name has the design representing the fish to infinity, one to one correspondence, and/or the fish that would be in the Bay. The A is more of a distorted pascal triangle. The T is a representation of 3 K4's together inside the letter.

With the first H, this was directly from Mathemalchemy, referring to the Temari balls that are supposed to be infinite, some in the actual piece turning different colors and shapes. Some of the balls include rubber bands around them and then some do not, not in any specific order, I included this small detail in the lettering. The first E represents Zeno's Path, where a cute turtle is walking a path that then cuts itself down by fourths, making it look like the path ends. I then made the E in the name have the look that it ended too. The second M is an infinity symbol we see throughout the piece, making the M portion red but still the shape of the infinity sign.

Next the second A is a Golden Rectangle spiral to match the shape of the A. The L is the popular lighthouse that also has the spiral in the middle. C is a sadly messed up triangle fractal that I had messed up by putting the triangles in the wrong spots. The second H then is another example of the material we learned in class that was significant to this project, logos, and rotational symmetry, springing off the recycling logo. E was more of a cute and fun letter, just adding the acorns from the chipmunks sorting the composite and primes. M was a simple pattern of knots and links. Lastly Y had a fractal like outline.