Zack Hargrove

Professor Long

Math for Liberal Arts

12-6-16

Math Logo

For my math logo, the main object is a rat, and this is for three reasons:

**1.** I love rats and just got a pet rat this year to live with my friend’s rats

**2.** My Chinese zodiac animal is the rat

**3.** The rat’s body (like many animals) has a lot of evidence of the Golden Ratio, and can be seen in the arch of its back, the placement of its head in relation to its body, the curvature and form of its nose, cheeks, and mouth, and many more.

I duplicated the rat many times, getting smaller and smaller, and created a fractal out of them. This fractal was created by having the rats join at the base of the tail and having more rats stem from the shoulders. There isn't any specific rhyme or reason as to why I placed the rats here, but the final product ended up looking more like a plant than a rat fractal. I created the rat in Adobe Illustrator which is a program I use very often for my major (Visual Communication Design), so making a logo or image of any kind is my specialty. I wouldn’t necessarily say this a logo because it fills an entire page, but I am going to call it one anyways for the purpose of the assignment, as it definitely defines me. I chose to create a fractal because I have a deep interest in fractals and how they appear in nature (the same goes for the Golden Ratio), and I think the final product turned out great because it ended up looking like a plant from nature.