I chose to use both Pascal’s Triangle and John Conway’s game of life when creating my logo. Instead of a company logo I instead focused on making more of a sort of family crest. Something that would be put on a ring or as a background for a coat of arms. I was really intrigued by the idea that Pascal’s Triangle doesn’t exist by itself, but instead floats in a “sea” of zeros. And that there is a sort of line or barrier where this pattern flips, with zeros being surrounded by a sea of negative and positive numbers in an inverted triangle. Going with this idea, I assigned the “zeros” to a wallpaper pattern we learned about in class whilst the numbers would be assigned a pattern from John Conway’s game of life. Then, there “line” that divides the inverse and upright triangle is a stark red line to indicate how impassible and final it is.

I’ve already adapted this concept to a world building experiment I’m writing. Imagine our world, universe, multiverse, etc. as the normal Pascal’s Triangle whilst an infinite nothingness borders it. While Pascal’s Triangle itself can be infinite, there will always be a larger infinity surrounding it. A very nihilistic idea. However, there exists an inverted reality bordering ours. This is represented by the inverted Pascal’s Triangle. Nothingness which is surrounded by an even larger infinity of existence and -things-. However, this reality is inaccessible to us due to the “line”. The world building comes in with characters using the line, or perhaps trying to pass beyond it to this second, inverted reality. Perhaps in a fantasy setting it can be the source of magic, or maybe something like the wormhole from Interstellar.

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