

Important Concepts

- Exponential Functions
- Logarithmic Functions

$$a^x = y \Leftrightarrow \log_a y = x$$

$$a^{\log_a x} = x, \quad \log_a(a^x) = x$$

$$\log A + \log B = \log AB, \quad \log A - \log B = \log \left(\frac{A}{B} \right), \quad B \log A = \log A^B$$

$$y = a(1 + r)^x \quad \text{"Periodic growth"}$$

$$y = ae^{kx} \quad \text{"Continuous growth"}$$

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Another way to think of converting between logarithms and exponential functions

one way

$$a^x = y \Leftrightarrow x = \log_a y$$

Ex

$$x^2 = 9$$

$$\sqrt{x^2} = \sqrt{9}$$

$$x = \pm 3$$

Ex $4^x = 7$

$$\log_4 4^x = \log_4 7$$

$$\boxed{x = \log_4 7}$$

Ex $\log_2(x) = 7$

$$\cancel{2}^{\log_2(x)} = 2^7$$

$$x = 2^7$$

Inverse properties:

$$\log_a a^x = x, \quad a^{\log_a x} = x$$

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Example 1. Solve for x .

(a) $5^x = 15$

$$\log_5 5^x = \log_5 15$$

$$\boxed{x = \log_5 15}$$

(b) $\log(3x + 1) = 1$

$$\log_{10} (3x + 1) = 1$$

$$3x + 1 = 10$$

$$3x = 9$$

$$\boxed{x = 3}$$

(c) $\log_2(x) = -3$

$$2^{\log_2(x)} = 2^{-3}$$

$$x = 2^{-3}$$

$$= \frac{1}{2^3}$$

$$= \boxed{\frac{1}{8}}$$

(d) $4^{2x-3} = 44$

$$\log_4 4^{2x-3} = \log_4 44$$

$$2x - 3 = \log_4 44$$

$$2x = 3 + \log_4 44$$

$$\boxed{x = \frac{3 + \log_4 44}{2}}$$

Try C&D for
a couple minutes

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Example 2. Simplify to a single logarithm using logarithm properties.

(a) $\log(x) - \frac{1}{2}\log(y) + 3\log(z)$

numerator (pointing to $\log(x)$)
denominator (pointing to $\frac{1}{2}$)
numerator (pointing to $3\log(z)$)

$$\log x - \log(y^{1/2}) + \log(z^3)$$

$$\log\left(\frac{x}{y^{1/2}}\right) + \log(z^3)$$

$$\log\left(\frac{x}{y^{1/2}} \cdot \frac{z^3}{1}\right)$$

$$\log\left(\frac{xz^3}{y^{1/2}}\right)$$

$$\log\left(\frac{xz^3}{\sqrt{y}}\right)$$

$$\log A + \log B = \log(AB)$$

$$\log A - \log B = \log\left(\frac{A}{B}\right)$$

$$B \log A = \log(A^B)$$

(b) $2\log(x) + \frac{1}{3}\log(y) - \log(z)$

Try on your own

$$\log(x^2) + \log(y^{1/3}) - \log z$$

$$\log(x^2 y^{1/3}) - \log z$$

$$\log\left(\frac{x^2 y^{1/3}}{z}\right)$$

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Example 3. Use logarithm properties to expand each expression.

$$(a) \log \left(\frac{x^{15} y^{13}}{z^{19}} \right)$$

$$\log(x^{15} y^{13}) - \log(z^{19})$$

$$\log(x^{15}) + \log(y^{13}) - \log(z^{19})$$

$$\boxed{15 \log x + 13 \log y - 19 \log z}$$

$$(b) \log \left(\frac{x}{\sqrt{1-x^2}} \right)$$

Try to do your own for a bit

$$\log x - \log \sqrt{1-x^2}$$

$$\log x - \log (1-x^2)^{1/2}$$

$$\boxed{\log x - \frac{1}{2} \log (1-x^2)}$$

$$\log A + \log B = \log(AB)$$

$$\log A - \log B = \log \left(\frac{A}{B} \right)$$

$$B \log A = \log A^B$$

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Example 4. The population of Algeria was 34.9 million in 2009 and has been growing by 1.5% each year. If this trend continues, when will the population exceed 45 million?

$$y = a(1+r)^x$$

↑ initial amount ↑ rate

x = years since 2009
 $a = 34.9$ (millions)
 $r = 0.015$

Step 1. Find the formula

$$P(x) = 34.9(1+0.015)^x$$

$$P(x) = 34.9(1.015)^x$$

Step 2. Answer the question

set $P(x) = 45$

$$45 = 34.9(1.015)^x$$
$$(1.015)^x = \frac{45}{34.9}$$

use $\ln$ or $\log$

$$\ln(1.015)^x = \ln\left(\frac{45}{34.9}\right)$$

$$x \ln(1.015) = \ln\left(\frac{45}{34.9}\right)$$

$$x = \frac{\ln\left(\frac{45}{34.9}\right)}{\ln(1.015)} = \underline{17.0718...}$$

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Example 5. If \$1000 is invested in an account earning 3% compounded monthly, how long will it take the account to grow in value to \$1500?

$$y = a(1+r)^x$$

$x = \text{months}$

$$a = 1000$$

$$r = 0.03$$

Try on your own for
a few minutes

$$P(x) = 1000(1.03)^x$$

$$1500 = 1000(1.03)^x$$

$$(1.03)^x = \frac{15}{10}$$

$$\ln(1.03)^x = \ln\left(\frac{15}{10}\right)$$

$$x \ln(1.03) = \ln\left(\frac{15}{10}\right)$$

$$x = \frac{\ln(15/10)}{\ln(1.03)} = 13.7 \dots$$

between 13 and 14 months

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Example 6. A scientist begins with 100 mg of a radioactive substance. After 6 days it has decayed to 60 mg. How long after the process began will it take to decay to 10 mg?

$$y = ae^{kx}$$

$$a = 100$$
$$x = \text{days}$$

$$P(x) = 100e^{kx}$$

$$x = 6 \quad P(x) = 60$$

$$60 = 100e^{6k} \quad \text{solve for } k$$

$$\ln(e^{6k}) = \ln\left(\frac{60}{100}\right)$$

$$6k = \ln\left(\frac{6}{10}\right)$$

$$k = \frac{\ln\left(\frac{6}{10}\right)}{6}$$

$$P(x) = 100e^{\frac{\ln\left(\frac{6}{10}\right)}{6}x}$$

$$P(x) = 10$$

$$10 = 100e^{\frac{\ln\left(\frac{6}{10}\right)}{6}x}$$

$$\ln\left(e^{\frac{\ln\left(\frac{6}{10}\right)}{6}x}\right) = \ln\left(\frac{1}{10}\right)$$

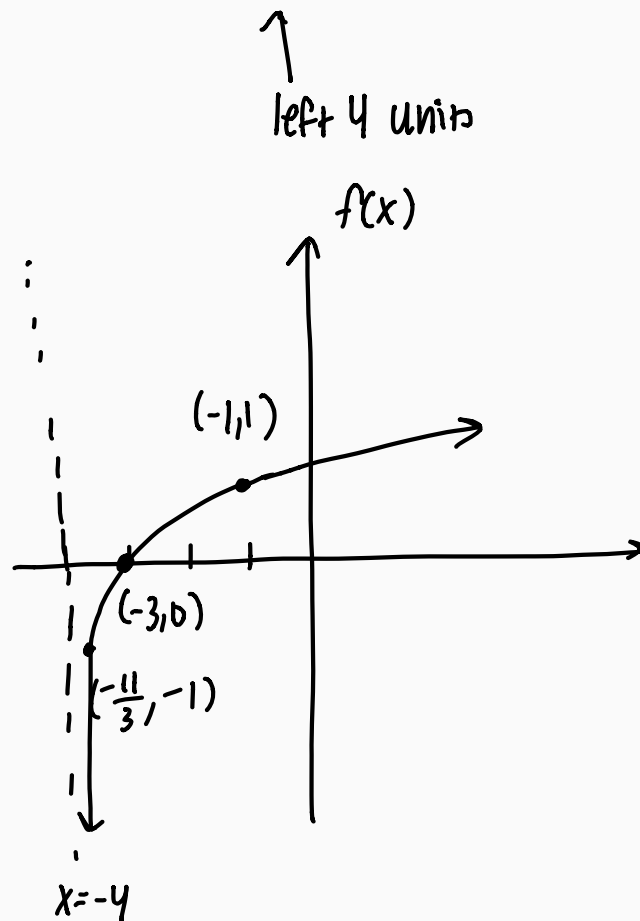
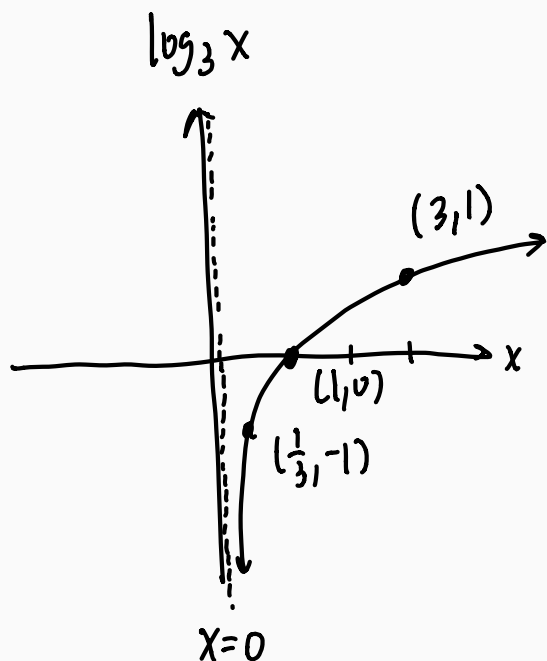
$$\frac{\ln\left(\frac{6}{10}\right)}{6}x = \ln\left(\frac{1}{10}\right)$$

$$x = \frac{6\ln\left(\frac{1}{10}\right)}{\ln\left(\frac{6}{10}\right)} = 27.045\dots$$

between 27 and 28 days

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Example 7. Sketch the graph of $f(x) = \log_3(x + 4)$ using transformations.



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Example 8. Sketch the graph of $f(x) = \log_2(-x + 1)$ using transformations.

