Standard Form:
$$y = ax^2 + bx + c$$

Vertex Form:
$$y = a(x - h)^2 + k$$

Convert from Standard Form to Vertex Form:

$$y = ax^{2} + bx = c \qquad \longrightarrow \qquad y = a(x - h)^{2} + k$$
know a, b, c want a, h, k
$$a = a$$

$$x = \frac{-b}{2a} = h$$
Solve for y = k

Substitute the values and rewrite.

Example 1:
$$y = 8x^2 - 16x + 27$$
We know a, b, c and want a, h, k $a = 8$ $\iff a$ is the coefficient of the x^2 term $h = x = \frac{-b}{2a} = \frac{-(-16)}{2(8)} = \frac{16}{16} = 1$ \iff use the formula to find the value of h $k = y = 8(1)^2 - 16(1) + 27 = 8 - 16 + 27 = 19$ \iff substitute the value found for h into the original equation and solve for k $y = 8(x - 1)^2 + 19$

Example 2:
$$y = 5x^2 - 40x + 67$$
We know a, b, c and want a, h, k $a = 5$ a is the coefficient of the x^2 term $h = x = \frac{-b}{2a} = \frac{-(-40)}{2(5)} = \frac{40}{10} = 4$ w use the formula to find the value of h $k = y = 5(4)^2 - 40(4) + 67 = 80 - 160 + 67 = -13$ w substitute the value found for h into the original equation and solve for k

<u>Practice:</u> Convert the following quadratics from standard to vertex form.

1.
$$y = 5x^2 - 10x + 37$$

2. $y = 7x^2 + 28x + 19$
3. $y = -2x^2 - 24x - 75$

Convert from Vertex Form to Standard Form:

$$y = a(x - h)^2 + k \implies y = ax^2 + bx = c$$

Example 1:

$$y = 5(x + 2)^2 - 9$$
 $y = 5(x + 2)(x + 2) - 9$
 Rewrite $(x + 2)^2$
 $y = 5(x^2 + 4x + 4) - 9$
 Simplify $(x + 2)(x + 2)$
 $y = 5x^2 + 20x + 20 - 9$
 Distribute the 5

 $y = 5x^2 + 20x + 11$
 Combine Like Terms

Example 2:

$$y = -3(x - 4)^{2} + 7$$

$$y = -3(x - 4)(x - 4) + 7$$

$$y = -3(x^{2} - 8x + 16) + 7$$

$$y = -3x^{2} + 24x - 48 + 7$$

$$y = -3x^{2} + 24x - 48 + 7$$

$$y = -3x^{2} + 24x - 41$$
Combine Like Terms

<u>Practice:</u> Convert the following quadratics from vertex to standard form.

1.
$$y = (x-2)^2 + 6$$

2. $y = 3(x-3)^2 - 12$
3. $y = -2(x+1)^2 + 3$