Law of Conservation of Energy:

The total energy does not change during a transfer or transformation

Equation: $E_{T\ before} = E_{T\ after}$

Transform: When energy changes forms - usually the same object

Equation: $E_{T\ before} = E_{T\ after}$

Example: When an object falls, its Gravitational Potential Energy turns into Kinetic Energy

Process during a World Record "Blob" Jump:

- When the person jumps off the tower: Potential Energy **transforms** into Kinetic Energy
- The Kinetic Energy **transfers** to the other person - still Kinetic Energy

- Then that Kinetic Energy **transforms** into Potential Energy as he goes into the air.