Ed Ruscha Additional Info

*What is this a painting of?*

Ed Ruscha recalls memories of watching movies in his youth by re-creating the appearance of scratches on movie film. *Are these words painted, written, or both? What is the effect of the words?* Notice the style, a gothic font, Ruscha uses for these words. *How does the aesthetic, or visual, appearance of the words affect the way that you read and react to them? What would the effect be if they were in a comic sans font?*