Ed Ruscha, Not Only Securing the Last Letter But Damaging It as Well (Boss), 1964

ACTION

ARTS

Re-mark-able? Sure thing!
"I liked the word, and it meant different things, and does not have a limited definition. [...] But it wasn’t actually the various meanings that gave the word its power, it was rather the roundness of the thing – both the ‘S’s and the ‘B’ and the ‘O’. (1)

- Look for a term that has a personal meaning for you.
- Examine the sound and the statement. Is your word ambiguous?
- Find a suitable font and design.
- How can you play around with the statement, break it up, ironize it, deform it ...?

✦ Copy a trademark lettering.
- Make sure you reproduce the logo exactly.
- Make a change to the work, in order to confuse the viewer or criticize the brand.

➡️ get out:
- Capture lettering that you find on the street and which particularly appeals to you with your smartphone.
- Talk to each other about it.