

# The Art of Bicycles

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## 1. CREATIVE WORK NAME

THE ART OF BICYCLES

## 2. NAME OF ARTIST OR DESIGNER

A. CHECKCHANOK BULLAKUL

## 3. BACKGROUND OR SIGNIFICANT OF THE PROJECT

BASED ON MY PERSONAL PASSION FOR CYCLING AND TYPOGRAPHY, I DECIDED TO MERGE TWO DIFFERENT INTERESTS INTO ONE. AS AN EXPRESSION OF MY LIFESTYLE INTO AN ART AND DESIGN FORM, I CREATED A SET OF ENGLISH ALPHABETS FROM A-Z USING RACING BICYCLE PARTS AND ACCESSORIES. I HAVE PRESENTED THESE ALPHABETS IN THE FORM OF A POSTER DESIGN.

## 4. PROJECT OBJECTIVE

1. TO SELF EXPRESS AND GLORIFY CYCLING AND TYPOGRAPHY IN AN ART AND DESIGN FORM
2. TO INTERPRET MY LIFESTYLE AND BACKGROUND AS A SERIOUS RIDER AND A PROFESSIONAL GRAPHIC DESIGNER
3. TO INSPIRE STUDENTS TO ENJOY WORKING WITH INDIVIDUAL INTERESTS

## 5. CONCEPT

THE VELOCITÀ  
THE CONCEPT OF THE VELOCITÀ (AN ITALIAN WORD FOR SPEED) IS BASED ON THE PASSIONS OF ITALIAN BIKE ARTISANS CREATING BEAUTIFUL MACHINES FROM PURE FORM AND FUNCTIONALITY. BY STUDYING HOW THEY CREATE AN ULTIMATE OBJECT IN REGARDS TO MATERIAL, WEIGHT, DURABILITY AND PERFORMANCE, I HAVE EXHIBITED MY PERSPECTIVE IN ITS SIMPLEST AND PURIST TRUTH.

## 6. PROCESS OF DESIGN OR ART WORKS

6.1 GATHERING IMAGES OF BICYCLE PARTS AND ACCESSORIES

I COLLECTED EACH LETTER (PARTS) DAY BY DAY. WITH A TYPOGRAPHY BACKGROUND AND UNDERSTANDING OF TYPE ANATOMY, I KNEW WHAT SHAPE AND FORM I WAS LOOKING FOR. A RANGE OF A HUNDRED POTENTIAL PARTS WAS GATHERED FOR EXPERIMENTATION.

BASED ON THE CONCEPT THE VELOCITÀ, ALL OF THE BICYCLE PARTS ARE SELECTED FROM SIGNIFICANT AND WELL-KNOWN PRODUCTS OF ALL TIME. FOR EXAMPLE, LETTER A USES A BROOKS SADDLE WHICH WAS FIRST CREATED IN 1866.

6.2 ARRANGE BICYCLE PARTS AND ACCESSORIES FROM A TO Z.

SOME OF THE PARTS LOOKED NICE ON THEIR OWN BUT WHEN ARRANGED NEXT TO OTHER LETTERS THE APPEARANCE SEEMED OFF. I TESTED HUNDREDS OF POSSIBILITIES AND KEPT ONLY THE SIMPLE SHAPES AND STRUCTURES OF THE PARTS WITH A BIT OF VARIETY IN WIDTH AND WEIGHT.

6.3 RETOUCH IMAGES OF BICYCLE PARTS AND ACCESSORIES

ADOBE PHOTOSHOP WAS USED TO DI-CUT AND DELETE ANY BACKGROUND ELEMENTS IN THE IMAGE. LIGHT LEVEL AND TEXTURE WERE ALSO ADJUSTED.

6.4 CREATE A POSTER DESIGN OF THE ALPHABETS CREATED

AADOBE ILLUSTRATOR WAS USED TO DESIGN THE ARRANGEMENT LAYOUT OF THE ALPHABETS. A NAME TAG "THE ART OF BICYCLES" IS DESIGNED TO SHOW THE USE OF FONT IN DESIGN AND CONTEXT.

6.5 PRINT AND FRAME POSTER DESIGN  
VELLUM PAPER IS USED TO ACHIEVE A NATURAL BLUR AND MATTE EFFECT. A FLOATING FRAME TECHNIQUE IS APPLIED

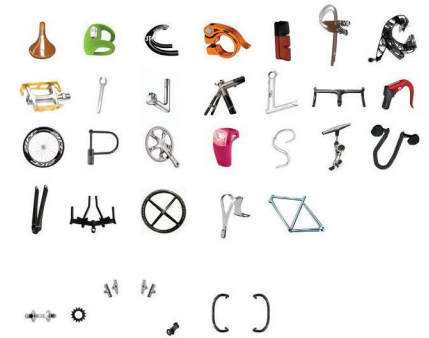
## 7. MATERIAL AND TECHNIQUES OF DESIGN OR ART WORKS

AADOBE: PHOTOSHOP AND ILLUSTRATOR

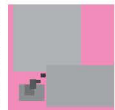
## 8. PICTURE OF DESIGNED WORK

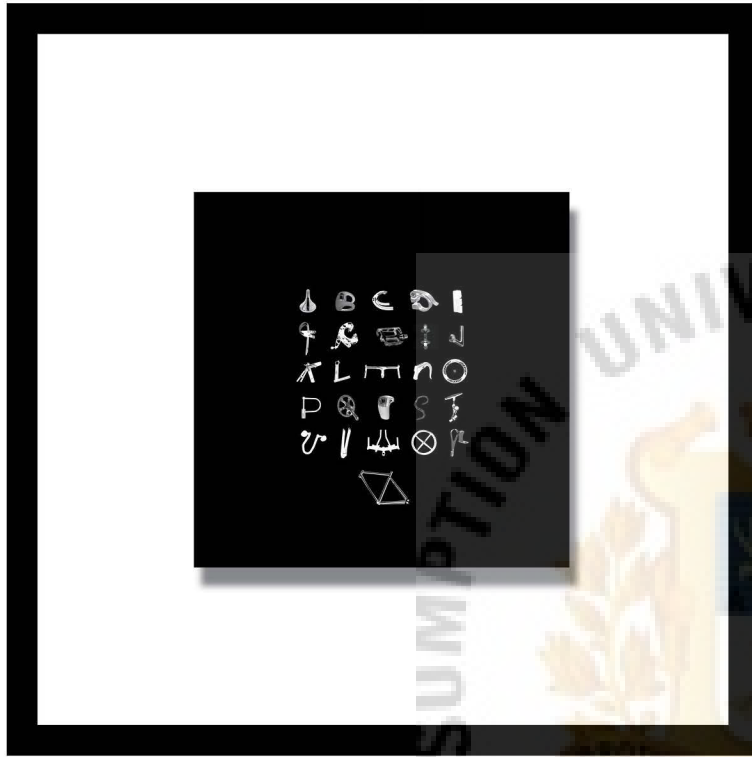


PICTURE NO.1,2: SAMPLE OF RAW IMAGES OF THE BICYCLE PARTS



PICTURE NO.3: A-Z IN COLORS





PICTURE NO.4: SAMPLE OF FINAL WORK WITH FRAME



PICTURE NO.5: A NAME TAG "THE ART OF BICYCLES" IS DESIGNED TO SHOW THE USE OF FONT IN DESIGN AND CONTEXT.



#### 9. KNOWLEDGE AFTER FINISHED PRODUCE ART OR DESIGN WORKS

WHAT IS THE BEST MATERIAL FOR BICYCLE FRAME MANUFACTURING?

MATERIAL IS NOT THE MOST IMPORTANT THING AND IN FACT THERE IS NO SUCH THING AS THE "BEST" MATERIAL. THE MORE IMPORTANT ASPECTS ARE THE CHOICES IN FUNCTION OF THE MATERIAL, THE EXPERIENCE AND CRAFTSMANSHIP. YOU CAN FIND GOOD AND BAD STEEL FRAMES OUT THERE, JUST LIKE ART AND DESIGN.

PICTURE NO.6: SAMPLE OF FINAL WORK WITH NAME TAG PRESENTED ON THE WALL