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The Family Car *by* Universal Studios (On Sale!)

Animation Sericel - Main Subject: Animation & Cartoon

Item Number
3703329575

Retail Value
$125

ArtRev.com Price
$55
You Save 56% Off [-$70.00]

Dimensions (As Shown)
12W x 9.75H Inches
30.48W x 24.76H cm

Medium
Animation Sericel

Edition
- Edition Size is Unknown

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About Universal Studios
Universal Studios (sometimes called Universal City Pictures, Universal City Studios, Universal City or just simply Universal), a subsidiary of Comcast and a division of NBCUniversal (Comcast's media holding company), is one of the six major movie studios.

Founded in 1912 by Carl Laemmle, it is the oldest movie studio in the United States of America. It is also the second oldest in the world that is still in continuous production; the first being Gaumont Pictures, the next oldest is Paramount Pictures. On May 11, 2004, the controlling stake in the company was sold by Vivendi Universal to General Electric, parent of NBC. The resulting media super-conglomerate was renamed NBC Universal, while Universal Studios Inc. remained the name of the production subsidiary. In addition to owning a sizable film library spanning the earliest decades of cinema to more contemporary works, it also owns a

sizable collection of TV shows through its subsidiary NBCUniversal Television Distribution. It also acquired rights to several prominent filmmakers' works originally released by other studios through its subsidiaries over the years.

Its production studios are at 100 Universal City Plaza Drive in Universal City, California. Distribution and other corporate offices are in New York City. Universal is the longest-lived Hollywood studio. Universal Studios is a member of the Motion Picture Association of America (MPAA).

Universal Pictures is one of the divisions of Universal Studios.

Animation Sericel

A cel, short for celluloid, is a transparent sheet on which objects are drawn or painted for traditional, hand-drawn animation. Actual celluloid [consisting of cellulose nitrate and camphor] was used during the first half of the 20th century, but since it was flammable and dimensionally unstable it was largely replaced by cellulose acetate. With the advent of computer assisted animation production, the use of cels has been practically abandoned in major productions. Disney stopped using cels in 1990 when Computer Animation Production System [CAPS] replaced this element in their animation process.

Generally, the characters are drawn on cels and laid over a static background drawing. This reduces the number of times an image has to be redrawn and enables studios to split up the production process to different specialised teams. Using this assembly line way to animate has made it possible to produce films much more cost-effectively. The invention of the technique is generally attributed to Earl Hurd, who patented the process in 1914. The outline of the images are drawn on the back of the cel. The colors are also painted on the back to eliminate brushstrokes. Traditionally, the outlines were hand-inked but now they are almost exclusively xerographed on. Another important breakthrough in cel animation was the development of the Animation Photo Transfer [APT] process, first seen in The Black Cauldron, released in 1985.

Production cels were sometimes sold after the animation process was completed. More popular shows and movies demanded higher prices for the cels, with some selling for thousands of dollars.

Some cels are not used for actual production work, but may be a [special] or [limited edition] version of the artwork, sometimes even printed [lithographed] instead of hand-painted. These normally do not fetch as high a price as original [under-the-camera] cels, which are true collector's items. Some unique cels have fetched record prices at art auctions. For example, a large [Panorama] cel depicting numerous characters from the finale of Who Framed Roger Rabbit sold for $50,600 at Sotheby's in 1989, including its original background.

Disney Stores sold production cels from The Little Mermaid [their last film to use cels] at prices from $2,500 to $3,500, without the original backgrounds. Lithographed [sericels] from the same film were $250, with edition sizes of 2,500 5,000 pieces.

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