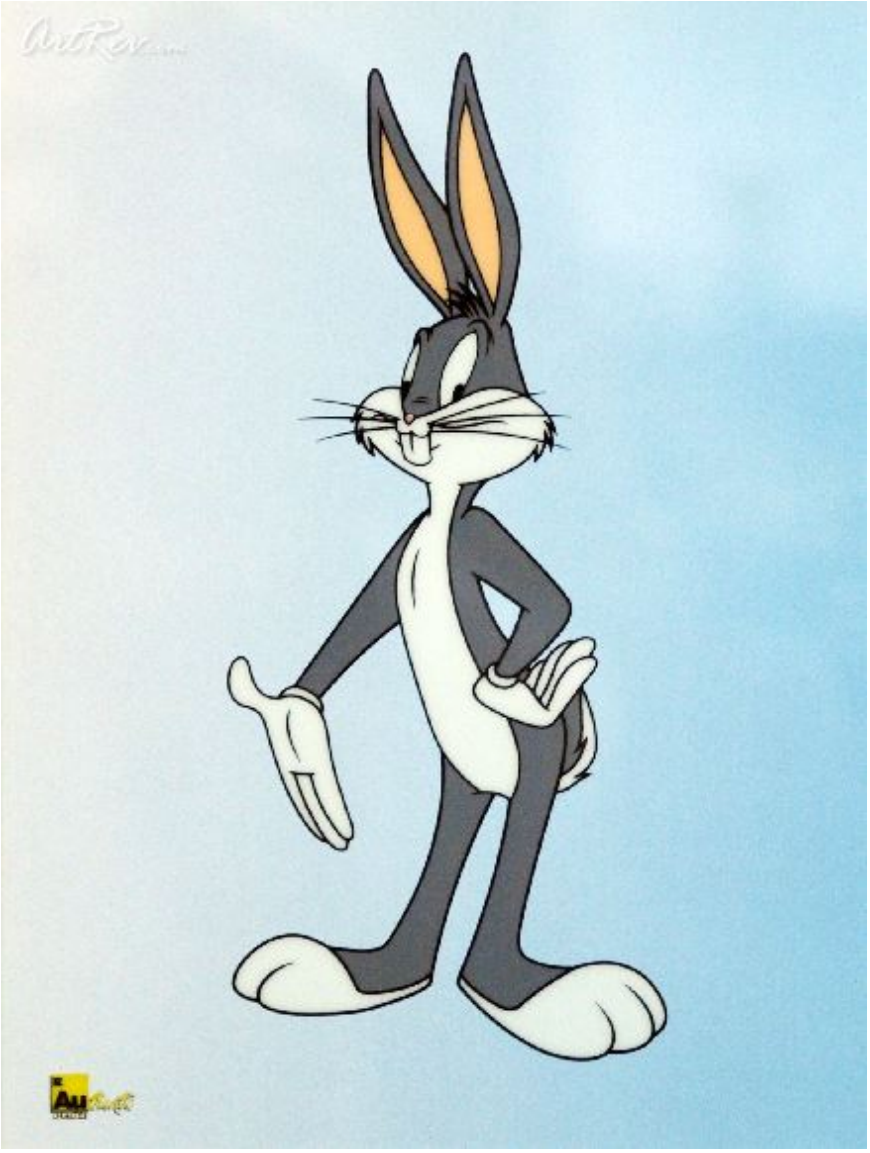
Bugs Bunny - Standing *by* Warner Brothers (On Sale!)

Animation Sericel - Main Subject: Animation & Cartoon



Item Number
3724729789

Retail Value
$100

ArtRev.com Price
$50
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Dimensions (As Shown)
6W x 8H Inches
15.24W x 20.32H cm

Medium
Animation Sericel

Edition
- Edition Size is Unknown

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About Warner Brothers
Warner Bros. Entertainment, Inc., or simply Warner Bros., is one of the world's largest producers of film and television entertainment. It is currently a subsidiary of the Time Warner conglomerate, with headquarters in Burbank, California, USA.

Warner Bros. includes several subsidiary companies, among them Warner Bros. Studios, Warner Bros. Pictures, Warner Bros. Television, Warner Bros. Animation, Warner Home Video, DC Comics and The CW Television Network.

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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