

[Scooby Doo](#) , (circa 2011) by [Universal Studios](#)  
Original Animation Cel - Main Subject: Animation & Cartoon



**Item Number**  
3782330364

**Retail Value**  
\$550

**ArtRev.com Price**  
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**Dimensions (As Shown)**  
22W x 19.5H Inches  
55.88W x 49.53H cm

**Medium**  
Original Animation Cel

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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.

## Original Animation Cel

These are the animation cels actually used in the production of a cartoon. They can have either Xeroographed or hand-inked outlines, and are hand-painted at the studio. These cels are one-of-a-kind pieces of art, and their rarity makes them highly sought after by collectors. Because these cels were created to make an actual cartoon, each cel is a component part of a larger movement. Different cels from the same scene may be more or less desirable depending on a variety of factors: size, profile and expression of the character, any damage to inking or paint, and overall visual appeal.

Some unique cels have fetched record prices at art auctions. For example, a large (pan) 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.

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