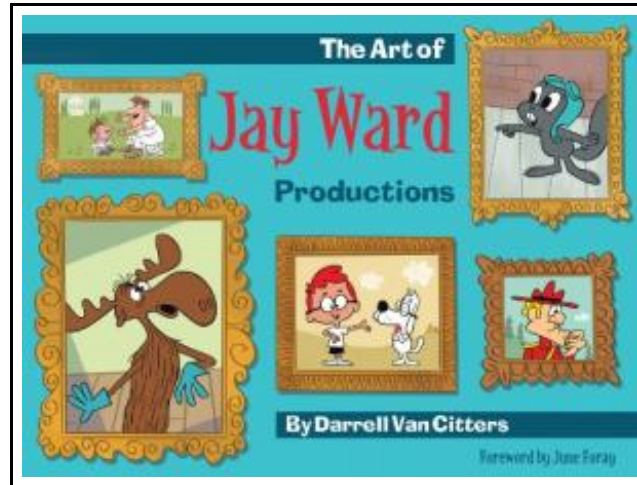


The Art of Jay Ward Productions



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Reviews

This kind of publication is every little thing and taught me to looking ahead of time and a lot more. It is packed with wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Ida Herman)

THE ART OF JAY WARD PRODUCTIONS



Oxberry Press, LLC, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: One animation empire was built on a mouse, another was built on a rabbit. This one was built on the unlikely combination of a moose and squirrel. It began in the late 1940's, when Jay Ward and his lifetime friend, Alex Anderson, joined forces to create a cartoon series for the fledgling medium of television with a budget that would make "shoestring" look generous. The result was Crusader Rabbit, which debuted on a local NBC affiliate in Los Angeles in mid-summer of 1950. The cheaply produced and minimally animated series became the inauspicious and unlikely beginning of a TV animation powerhouse with a defiantly innovative--and influential--brand of humor that shaped animated comedy for decades. The shows produced at Jay Ward Productions featured the wittiest writing in the medium, some of the best character voice work, and . some of the worst animation. Assembling a staff of first rate writers and artists, Jay Ward was undermined by the cheapest budgets in what was already a low-budget medium. And it showed. But what was happening with the art off the screen revealed a fascinating dichotomy of the brilliant draftsmanship on the drawing boards and the crude but effective work that was aired. Because of the unpolished animation, people are unaware that Ward had some of the finest artists in the business working at his "Fun Factory." What was on the screen had been shaped by these artists but, due to the poor execution, was in no way indicative of their skills. Over the next half century, the artwork done for these shows would be lost, destroyed or remain hidden away in attics, closets and garages. Through persistent digging, many examples of the talents of...



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