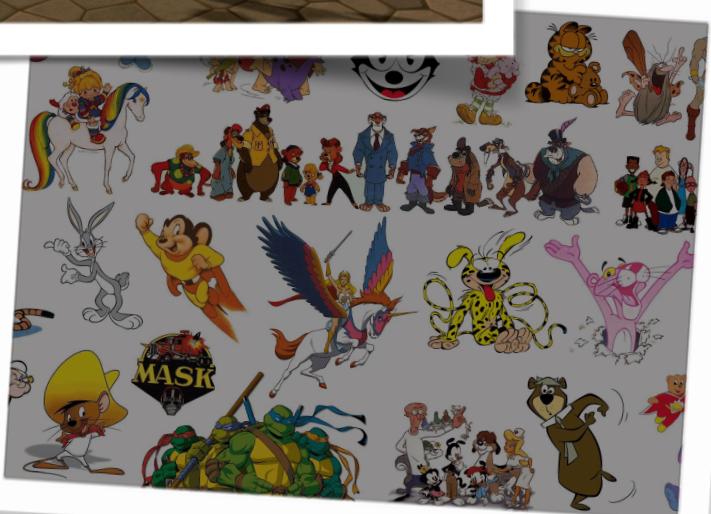


# TOONSVILLE

your one stop cartoon station for retro Saturday morning cartoons!



# Content

CONCEPT	3
CULTURAL CONTEXT	6
BUSINESS CONTEXT	8
COMMODITY	22
FIRMNESS	26
DELIGHT	29
ANALYSIS	45
CONCLUSIONS	52
ACHIEVEMENTS	53
FUTURE PLANS	53
REFERENCES	54

# CONCEPT

## **TWITTER DESCRIPTION:**

Your one stop shop for Saturday morning retro cartoons from the 70's, 80's and 90's

## **INSPIRATION:**

Scouring the internet in the early 2000's for resources on a rare obscure cartoon from my childhood, i found that there were very limited sites dedicated to holding information regards retro cartoons altogether, ultimately i located just one site that had seem to have the premise i had in mind. The site Retro-junk which i will reference later in the project report, had a vast database of not just cartoons from various decades, it also housed a variety of nostalgic content varying from old commercials, to movies, toys and of course cartoons.

Even as far back as then i remember not being particularly impressed with the website format and design even though the content was quite impressive and i thought i could possibly do a better design if i ever learn web design. Fast forward 18 year's later, the inspiration behind Townsville finally comes to light.

## **ELEVATOR PITCH:**

Over the years the re-emergence of nostalgia within our current society has manifested itself in a variety of ways. Largely fuelled by technology, we find that everyday thoughts or items that we may have otherwise discarded or vaulted off to a shelf somewhere to gather dust somewhere are now more easily accessible via the web.

However, nostalgia is not only associated with physical memorabilia, a lot of it can be connected to our childhood and a feeling of re-visiting events from a time when unbeknownst to us would have appeared a perfectly normal day such as any other, now giving us a feeling of warmth and comfort .

Who knew a moment such as simply having a bowl of captain crunch cereal on a seemingly plain and ordinary Saturday morning in the 80's and 90's alongside watching a syndicated broadcast segment on terrestrial television solely dedicated to children would bring such wonderful memories.

Hence my decision to create a nostalgia focused website Toonsville, the premise is to have a sole site dedicated to classic cartoons and also highlight rare and forgotten animation over the past 3 decades.

As stated earlier, In more recent years we have seen nostalgia re-invent itself most particularly in the movie industry where old and largely forgotten cartoons and comic book series we enjoyed watching growing up become huge cinematic block busters racking up millions of dollars in box office.

In the Nostalgic movie community this brings up renewed interests, debates and huge social media following which was a media format that was not available of course decades ago, and we have seen examples where fan excitement, enthusiasm and even disappointment can fuel or influence what goes into the production of some of these titles.

Recently the new sonic the hedgehog character design was so negatively received by the web and social media community that the studio had to pull the entire to redesign the entire character so as not to anger the nostalgic fans. This largely demonstrates the current level of engagement that die hard fans of original animation have for these designs.

To summarise we all go through periods of reminiscing about the past, and the idea behind this site was to recreate a community where likeminded retro cartoon enthusiasts could come together, read about and re-live the magic of childhood if only for one moment and also to present it in a more retro but at the same time updated design format.

## **PROBLEM:**

So as slightly stipulated earlier, the initial spark to my wanting to create this website was the lack of availability of website solely dedicated to housing content for classic retro cartoons. In recent years, as technology and web awareness has blossomed, it is only natural that a few more have sprung up besides retro-junk fully dedicated to this cause.

We also have the emergence of wikipedia type web pages that do contain extensive information regarding several retro cartoons, however; these sites are not solely dedicated to just cartoons, but also other television series, including modern television shows that are currently still broadcasting which somewhat defeats the purpose of having a website just solely focused on the old cartoons without being distracted by links and external links and visuals constantly redirecting their attention elsewhere which appears to be a major staple of the websites i have researched.

## THE VALUE PROPOSITION:

For my major project i would like to focus on creating a dynamic, well designed website that will have considerable content with scope to increase with time and house the vast majority of classic and retro animated content.

- ❖ The organisation of content into 3 major sections for now, such as a cartoons section, which will house an archive page of the entire database of cartoons currently on offer, each cartoon page will have a comments section where users can post comments.
- ❖ The actual cartoon content will contain a sub-content page where bullet point facts about the cartoon such as it's origins, theme song lyrics, broadcast networks and this will be house alongside visual media.
- ❖ A quizzes page to increase interaction and fun from users, from personal experience nostalgic users have a tendency to try out trivia questions about the cartoons they love so much in order to see how much they really know.
- ❖ A Blog section which will contain latest thoughts and views on various subjects around classic cartoons, movie remakes, comics toys and other closely related topics. This will also feature a comments section for users to post comments.
- ❖ Intuitive user experience to provide the user seamless navigation across the websites content from one page to another.

## MANIFESTO:

Animated television programming formed a vibrant, colourful and played a significant part of the growing up years of millions of people globally especially in their early years.

The overall aim of this website is as a personal project to highlight and create a site focus solely on nostalgic cartoons from decades past, and give them a home where fanatics can read about them, the plot alongside information some broadcasting background.

In order to bring this to life, the website will aim to do this with, but not limited to:

- ❖ Visually and engaging
- ❖ Easy to read and digest
- ❖ Clean and clear design for great user experience
- ❖ Resources to be updated regularly to keep users engaged.

# CULTURAL CONTEXT

So which came first, the desire to do nothing but sit in front of the TV and watch cartoons, or the creation of the cartoons that inspired us a growing generation to do nothing and sit in front of the TV and watch cartoons.

For over 30 years it was the obligatory community event for kids, it was the showcase for new trends, the arbiter of pop culture relevance, an exhibition of fantasy for an entire age group unsurpassed in its composition and density of relevant content broadcast on Saturday mornings between 8am till 12 noon, this was Saturday morning cartoons in the 70's 80s and 90s.

From the mid 1960s till the mid 1990s, most kids growing up at this time didn't have too much happening and no ways to connect with each other except in person and on the phone whenever you were allowed. After a week of school your internal clock will have you up and early on a Saturday morning, which consisted of a bowl of sugar cereal, switching on the television.

For kids, Saturday morning became a sacred ritual, where they would gather for hours and let their imaginations unfold.

Spider-Man, Batman, Super-friends, Bugs Bunny and hundreds of other pop culture icons were there for you to bring every youngster around a shared experience on a magical start to the weekend.

## HISTORY

Television was an invention made in the late 1800's; however, it wasn't a commercially viable product until the early 1900's and even then wasn't in widespread use until the late 1940s after world war II. TV was a huge curiosity and surely a thing that would be a big deal in the future; however, until TV stations started broadcasting TV shows in the late 1920s and 30s there wasn't much to do with a television set.

Then the late 50's into the 1960s came and stations started broadcasting in colour and by then enough colour TV sets were on the market which was just about the same time cartoons could finally make their way from the cinema into our living rooms.

Animation such as the Flintstones debuted around this time in the U.S.A as a primetime network series and that was the same year that bugs bunny show, a collection of animation shorts debuted as well, followed by other classics such as Mighty Mouse, Woody Wood Pecker and Tom and Jerry.

All of these cartoons would see their episodes re-broadcast on Saturday mornings helping to solidify that time slot as the time to target advertising to young children and teenagers.

The idea of creating original content specifically for Saturday morning broadcasts to assist in creating revenue for television networks was revolutionary and innovative, thus a new age in television pop culture was born.

in the late 60s and early 70s, as televisions had become more mainstream, it wasn't just for rich kids anymore, hereby expanding the reach of a while new generation of children who experienced life growing up with a Saturday morning television viewing experience.

## SO WHAT HAPPENED?

 **Cable Networks:** The 1980s till the mid 1990's would be the peak of Saturday morning cartoons, this was a time before the mainstream availability of TV stations such as cartoon network, nickelodeon, Fox kids which did exist; however, could only be received by cable network subscription packages which was a thing of luxury at the time and not everyone had access at that time, hence Saturday morning cartoons globally syndicated were still a thing.

 **Technology:** Kids were also beginning to find new ways to entertain themselves, arcades were available in the 70s, however; kids had to go to the arcade stores to play games. By the 80's and 90s new forms of home console systems had developed from Ataris, to Sega and Nintendo. Video tapes were also popular at the time and families and kids could watch at anytime. Kids were getting more options now.

 **Concerned Parents:** "*Remember when teenage mutant ninja turtles was renamed teenage mutant hero turtles for U.K audiences?*" Parents during this time were unhappy with the kind of content being shown to their children as they felt it contained too much violence and not enough educational content and were largely influential in making laws that moulded the type of content being shown, even as far as adding specific content to some of these cartoons. Kids who grew up in the 80s will remember 80s cartoons containing public service type advice to kids to "remember to look left and right before crossing" or "not to talk to strangers" e.t.c.

# BUSINESS CONTEXT

**RESEARCH :** Utilising the web as a main source of research i found the popularity of the rebirth of retro cartoons and TV shows interesting mostly because of the sudden re-emergence of cinematic television titles and block buster movie franchises that i would never have imagined would come to life in my lifetime.

Movies created in the Marvel universe such as The avengers, Spider-Man, Captain America all stem from animation and cartoons created decades ago as comic books and gradually found there way onto television screens as Saturday morning syndicated shows we all grew up loving.

It's interesting to also see that although these are not new franchises, due to re-invention, and the power of technology, even the old can be brought back in new packaging and be a box office hit.

Economically some of these movies have landed huge profits as shown below.

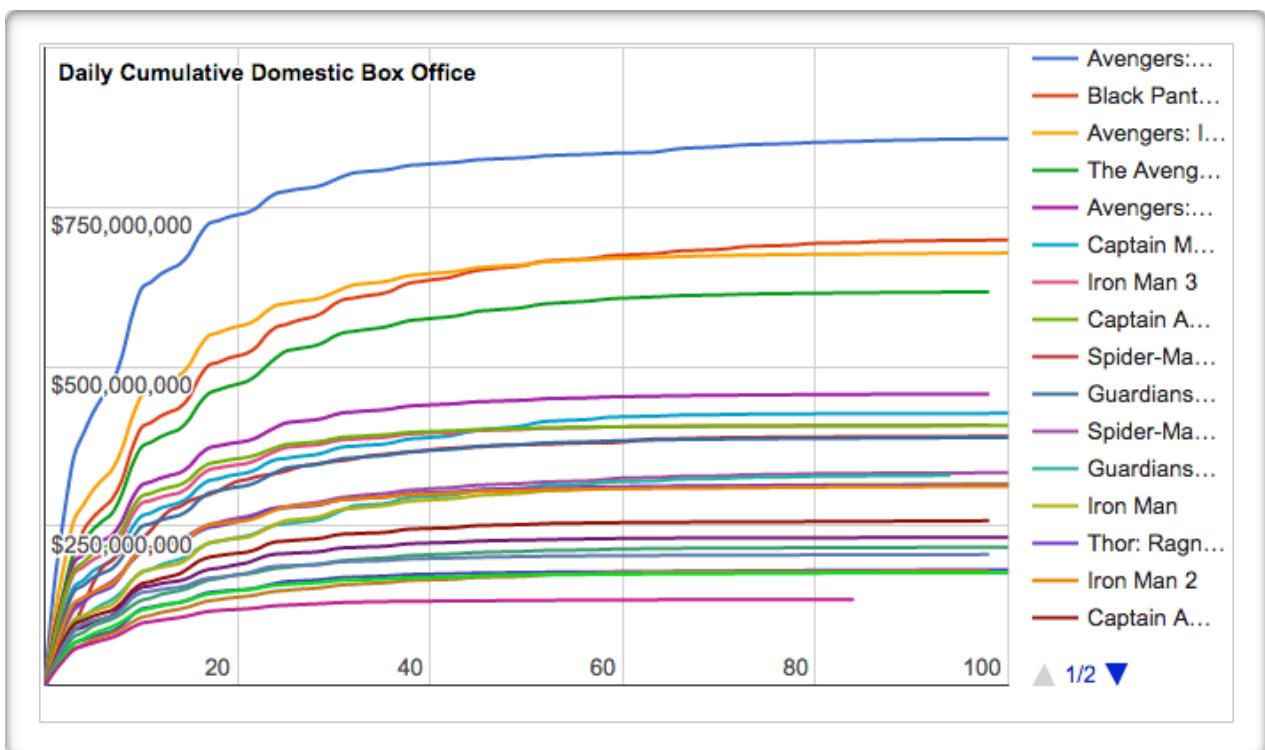


Fig.1 financial results from the U.K Domestic Box office

These figures and trends aren't solely attributed to superhero titles. We find the same trend with more family friendly animated classics we all grew up loving and also other action oriented cartoons particularly popular with Saturday morning audiences. Some remade as live action movies or enhanced with Computer Generated Imagery such as :

TITLE (YEAR)	INDIVIDUAL TITLES AND YEAR
<b>Aladdin</b>	Recently remade into a live action movie this year. 2019
<b>Jungle Book</b>	This was actually remade twice into Mowgli [2018] and The jungle book [2016]
<b>Snow White</b>	Huntsman [2012] and winters war[2016]
<b>Transformers Franchise</b>	Between 2007 and 2017, 5 of these were made and a separate stand alone title in 2018 which related much more closely to the source material from the original cartoons called bumblebee from a different director.
<b>G.I Joe: The rise of Cobra</b>	Another Saturday morning classic was made into a live action format in 2009 and 2013 respectively.
<b>The Lion King</b>	As of this writing [2019], this is currently in some cinemas playing.

Fig.2 movie remakes

Television series are not left out of this trend either, a lot of morning classics have been remade and some possibly may have gone largely unnoticed to some of us as this may be due to the fact that they are broadcast directly with networks solely dedicated to cartoons for children such as nicktoons, cartoon network and boomerang e.t.c which as perfectly understandable as Saturday morning rituals aren't really a thing anymore.

TITLE	REMAKE YEAR
DUCK TALES	2017-NOW
THUNDERCATS	2011-2012
VOLTRON:LEGENDARY DEFENDER	2016-2018
MY LITTLE PONY: FRIENDSHIP IS MAGIC	2010-2019
DANGER MOUSE	2015-NOW
MASTERS OF THE UNIVERSE	2002-2004
SHE-RA	2018-NOW
TEENAGE MUTANT NINJA TURTLES	2012-2017
TRANSFORMERS PRIME	2010-2013
SCOOBY DOO MYSTERY INC.	2010-2013
INSPECTOR GADGET	2015-NOW
THE MAGIC SCHOOL BUS	2017-NOW
THE LOONEY TOONS SHOW	2011-2014

Fig.3 TV series remakes

Of course this is just a tip of the iceberg, based on some of the findings above, it's clear to see that in recent years remakes of Saturday morning classics and Nostalgia based animated series have definitely made a significant come back and is highly profitable as the market them to new a newer generation, but also renewed interest in people that

actually grew up in the 70s, 80s and 90s which makes potential profit margins quite admirable for tapping into the nostalgia factor when it comes to financing a movie.

## GOOGLE TRENDS

Searching for the cartoons from the 1980s and 1990s via Google trends, we can see a gradual and consistent rise and occasional spike of the 80s and 90s cartoon phrase that tends to pop up it seems seasonally. This is especially high within Europe, Australia, and the North America.

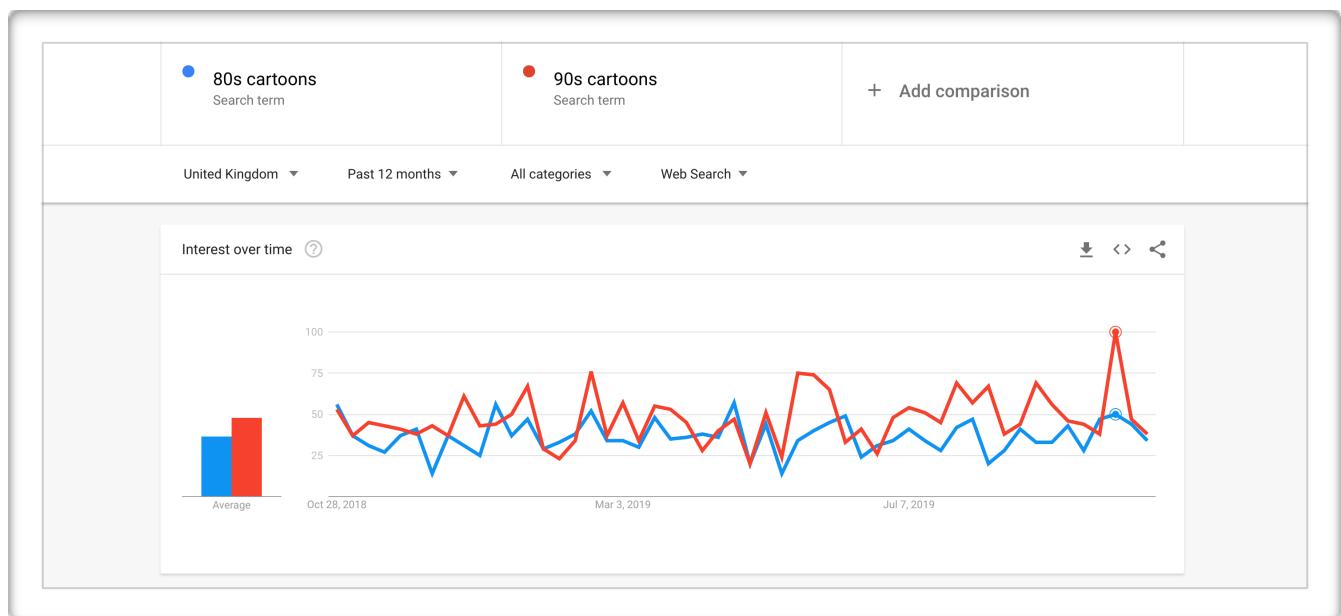


Fig.4 search results from the U.K

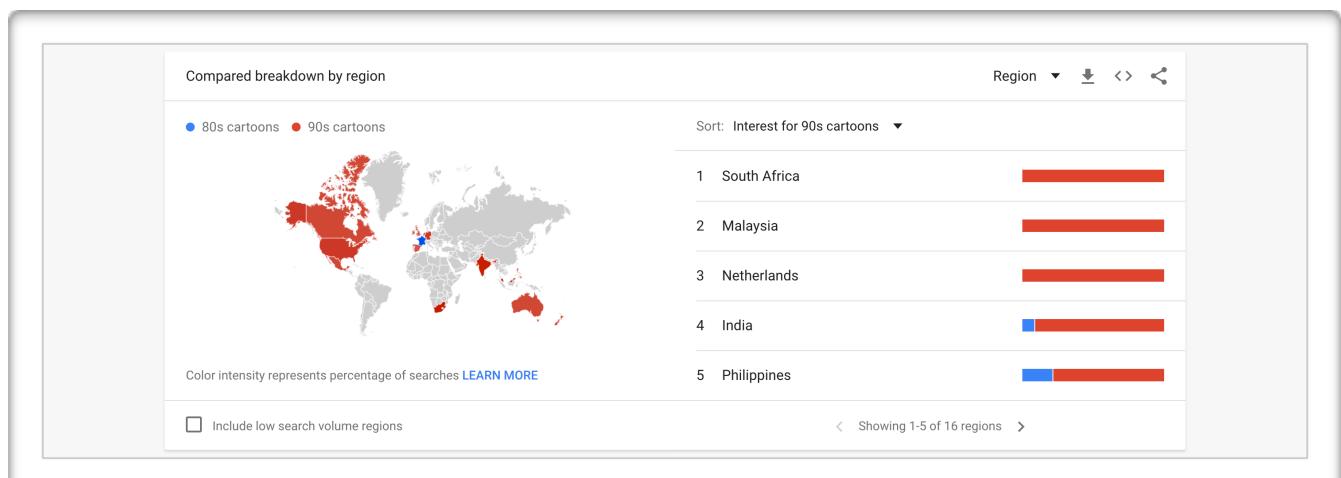


Fig.5 Compared breakdown by region

To some degree this is not particularly surprising of course as the country of origin and production for a lot of syndicated broadcast cartoons and television shows originated from this part of the world, hence this is where dominant interests lies. In order to have possibly viewed some of these show's special TV licensing may have been required from other international countries, however; the web is clearly bridging that gap and that is partly the point of Townsville as well, to create a dedicated avenue for not only classic fans, but also new enthusiasts who may have for instance gone to the cinema to watch a remake of teenage mutant ninja turtles or ghost busters, get involved in a debate as to how the originals may have been better and then find some interesting resources online on a site such as Toonsville about the originals and why they were so special.

## COMPETITOR ANALYSIS

Search on the specific phrases such as 80s and 90s cartoons or retro toons will no doubt get you a large search result on google, however, in terms of results what is largely available are fan made blogs on blogging websites and other fan pages on popular social media platforms such as facebook by creating groups, enthusiast pages, surveys and even quizzes.

This may be largely due to the fact that there are a lot of people out there who would like to do something about keeping some of their favourite childhood classic TV shows alive but possibly lack technical skills in order to create an actual website to achieve the task hence using more public platforms such as Facebook in order to achieve this.

I will separate the different results in this article in order to further analyse the findings.

 **Blogging sites** - usually these are sites that may not be fully dedicated to cartoons

 **Fan pages** - These are wikipedia like pages that contain a vast amount of information regarding a lot of resources on various cartoons.

 **Social Media Fan Pages** - These are fun pages usually created by enthusiasts on social media pages.

 **Cognate websites** - Offering similar content, they are few and far between; however, they do exist.

 **Non-Cognate websites**- They have similar content.

## BLOGGING SITES:

[www.blogger.com](http://www.blogger.com)

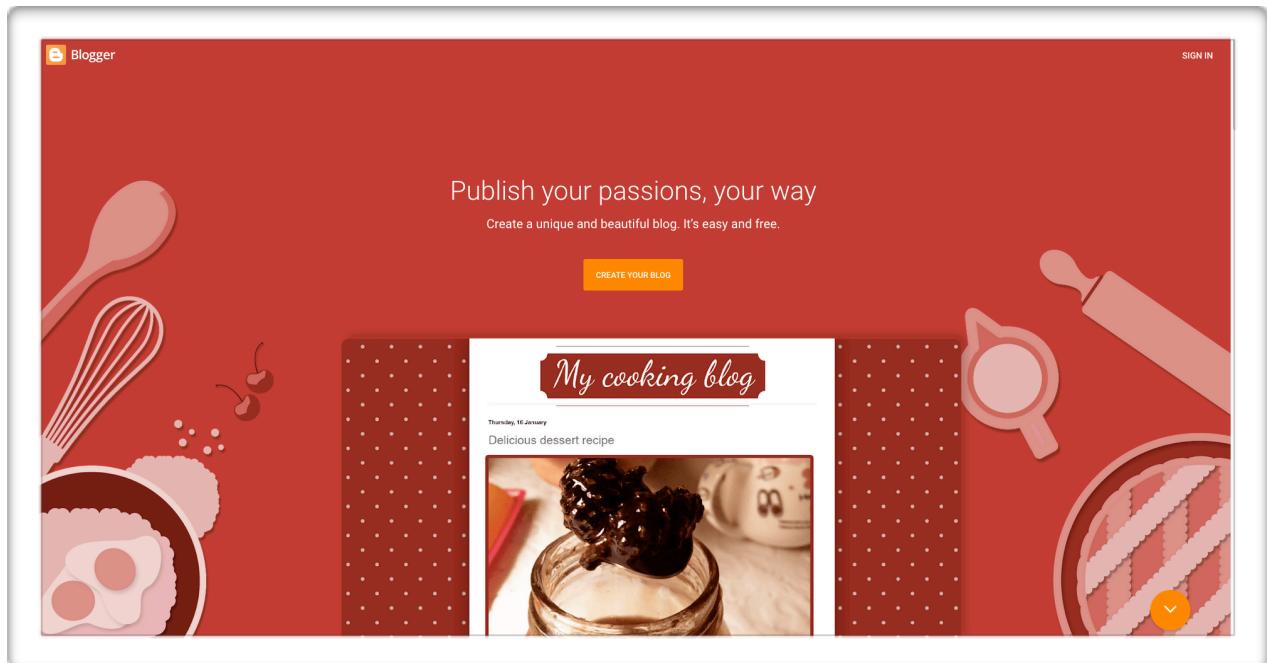


fig. 6

Alexa Global Rank	#168
Top Search engine Keywords	Blogger Blogspot
Organic Traffic	66.8M
Social Media/referral sites	Facebook Twitter Pinterest

## Business Model

Blogger offers an account based platform that provides users with a personal space to create their own personal blog on any topic they are interested in. It is controlled by a user panel dashboard in the format of a CMS. Users are able to manage and keep track of all their topics and contents via this medium.

 **Strengths:** Already well established brand, ability to customise your own page, intuitive design, strong SEO presence.

 **Weaknesses:** Generalist site for all topics and not specialist on one, initial login takes you to a google mail looking page where it is not clear what to do next when navigating.

## Fan pages

[www.fandom.com](http://www.fandom.com)

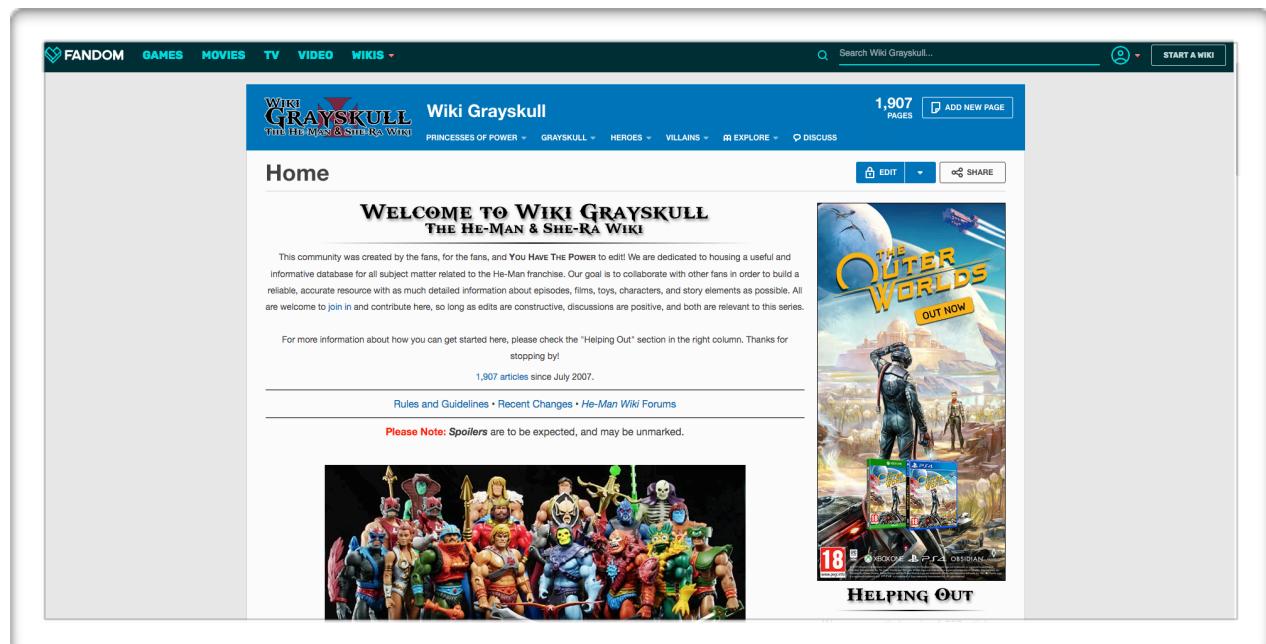


fig. 7

Alexa Global Rank	#85
Top Search engine Keywords	Thanks stranger things
Organic Traffic	479.06M
Social Media/referral sites	Wikia Gamespot Steamcommunity

## Business Model

Fandom offers an users a wikipedia like feel for finding out information regarding a variety of content most especially with movies, cartoon and animations and video gaming. It is especially popular to enthusiasts of the entertainment industry and pulls a lot of data seemingly from wikipedia.

 **Strengths:** Already well established brand, intuitive design, strong SEO presence, strong referral site presence, vast amount of content.

 **Weaknesses:** Generalist site for all topics and not specialist on one, heavily distracting as adverts and marketing keep popping up on the site.

## Social Media Fan pages

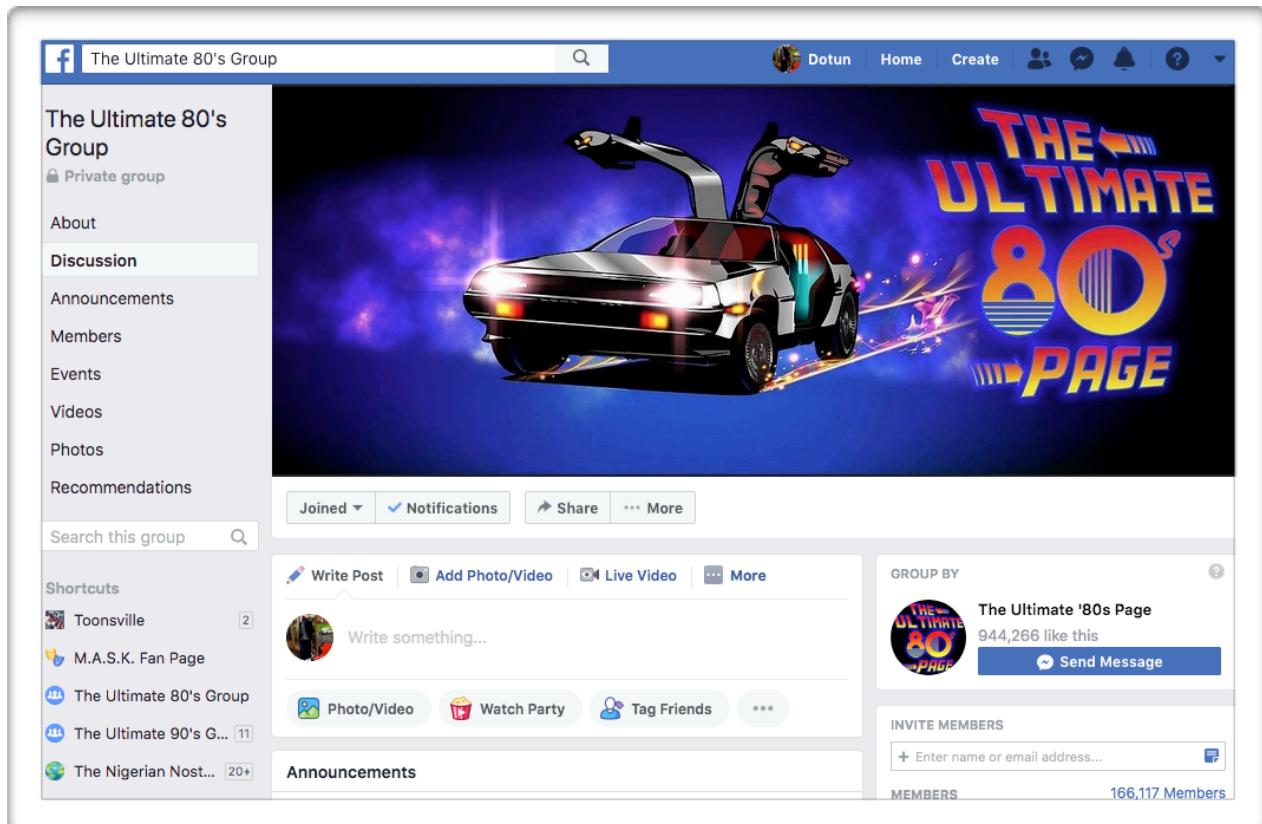


fig. 8

Alexa Global Rank	#5
Top Search engine Keywords	Facebook Generic Names Amazon
Organic Traffic	4.81B
Social Media/referral sites	Twitter Youtube Instagram Linkedin

## Business Model

Facebook of course needs no introduction and is a popular peer connection site initially aimed at finding a means of connecting with people locally or globally. This has now expanding over the years and users are able to create individual pages of interest and gather a following hereby becoming a page administrator.

 **Strengths:** Already well established brand, intuitive design, strong SEO presence, strong referral site presence, vast amount of content.

 **Weaknesses:** Generalist site for all topics and not specialist on one, for the purposes of this project, facebook is unable to provide a platform truly dedicated to serving one purpose of creating a cartoons only community. Heavily distracting as adverts and marketing are strategically placed on the site.

## Cognate websites

[www.retrojunk.com](http://www.retrojunk.com)

[www.80scartoons.co.uk](http://www.80scartoons.co.uk)

[www.80stoons.com](http://www.80stoons.com)

fig. 9

Alexa Global Rank	Retrojunk-#269,563 <a href="http://80scartoons.co.uk">80scartoons.co.uk</a> #462,771 <a href="http://80stoons.com">80stoons.com</a> #474207
Top Search engine Keywords	list of 1980s cartoon shows 1980s cartoons bionic six Denver the last dinosaur Alf: the animated series
Organic Traffic	Retrojunk-#7.98k <a href="http://80scartoons.co.uk">80scartoons.co.uk</a> #1.11k <a href="http://80stoons.com">80stoons.com</a> #2.29k
Social Media/referral sites	<a href="http://classickidstv.co.uk">classickidstv.co.uk</a> <a href="http://80scartoons.net">80scartoons.net</a>

## Business Model

RetroJunk: This was the very first site that i came across in my journey to become a web designer and also fuelled my interest in creating a site solely dedicated to Saturday morning nostalgia. The site hosts a lot of nostalgia based content from cartoons, movies, adverts and computer gaming.

[80scartoons.co.uk](http://80scartoons.co.uk): Is a site more closely related to Toonsville where a creator who co-incidentally was learning web design as well decided to create a project for nostalgic cartoons from growing up. Solely focused on cartoons from the 80s.

[80stoons.com](http://80stoons.com): Similar format to the [80scartoons.co.uk](http://80scartoons.co.uk), the site is primarily focused on packaging contents on cartoons mainly from the 1980s.

 **Strengths:** Well packaged content, straight to the point factual information, fun trivia and games that keep the community growing even years after.

 **Weaknesses:** If you click through each of the sites, you will find that the design is heavily dated, even though the sites are focused on retro items, it could benefit from a more modern outlook to design however with a retro flare. The navigation and search functionality is non existent as it is simply a google search engine that returns nothing from the sites database. For the 2 80s sites, the content although nicely packaged is not using any form of CMS to package its data rather manually built in pages.

## SWOT ANALYSIS

### **Strengths**

After a thorough analysis of the competitors online and offline, it gave me more time to assess the strengths of my project.

As indicated initially in the Competitor Analysis there are not as many websites solely dedicated to the memory of not just archiving but re-living the memories and nostalgia associated with retro and Saturday morning cartoons.

Over the years a few more have arrived but it remains largely a quest that has been undertaken by die hard fans who result to the creation of fan based sites and blogs .

Although it is a personal project, it also aims to create a niche to focus on the areas of retro cartoons, this way i am able to optimise the performance of my website concerning SEO by using specific keywords and this will help in gathering useful content.

### **Weaknesses:**

As the sole site manager and a web-design student, the challenges i face revolve around not just learning the technology as i go along such as in areas of programming using javascript, but also in areas of design and decision making as to how i would like the overall look and layout of the website to be.

Contents are vital, even though i have a lot of knowledge in the subject area, key facts and figures will have to be researched using the web.

I would have to learn to use Wordpress as a CMS for the very first time and go through the process of a custom build.

### **Opportunities:**

As this is a passion project and something i have always wanted to do, i have over the years take a lot of time to research into the topic and consequently saved a lot of valuable resource over time that i found interesting from watching documentaries on youtube to reading blog posts and articles, there is plenty of interesting take on the subject of classic cartoons, Saturday morning programming, the desire of nostalgia from a psychological perspective and lots more.

To some degree i count it somewhat advantageous that there are not too many websites solely dedicated to focusing on retro cartoons as stipulated earlier, the predominance of

what is available online are blog sites, fan pages and similar. This gives an unrivalled opportunity no doubt to look into doing something with a unique approach.

The websites that are currently available similar to my idea in content are mostly dated in design but gives me a good idea of what fans and enthusiasts are looking for in terms of content. Their current design also allows me an opportunity to look at ways to improve to ensure that my site has a much more appealing design and outlook.

### **Threats**

As a relative newbie still to the world of computer programming and web design, there is a lot to learn and a massive project like this is bound to create nerve wracking difficulties along the way in terms of the actual technicalities of coding and getting the answers to my challenges.

There is also likely the difficulty of connecting with an initial target audience 1.e generating awareness of the site and figuring out the best ways to go about this.

## **REVENUE GENERATION**

My site is not solely focused on generating income as i am aiming to build a website to the memory of fans of retro animations, a place where people can form a sense of community and bonding over cartoon shows of the past and just be happy even if it's just for a moment. It is also intended to be a showcase of my skills and abilities as a web designer and how i hope to keep learning and improving as time progresses.

However after re-evaluating and assessing a few of the competitor sites, i can see there are ways to generate income from such a site in the future should i wish to go in this direction such as affiliating with major e-commerce ventures. Websites such as amazon, [play.com](#) and e-bay sell a lot of retro memorabilia and offer an opportunity to possibly make some income.

# COMMODITY

## TARGET AUDIENCE

Identifying the initial target audience for my website was not too difficult but at the same time somewhat difficult as sites such as mine are more likely to attract casual users as a means to unwind and reminisce about the old times.

As i investigated this using the history of Saturday morning cartoons itself, cartoons i grew up watching and the period to which my website is currently looking at focusing on, although this could change with time based on site growth.

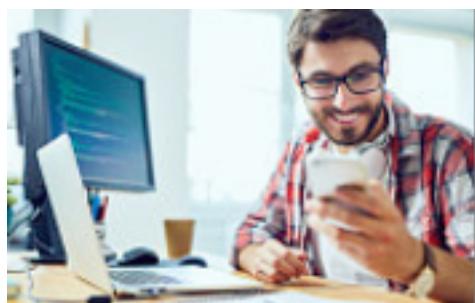
Majority of the content from the site will be coming from the mid 1970s to the 1990s which puts the demographic to about 20 - 43 year olds give or take.

This is further strengthened by using the data form the cognate sites websites where it was very obvious that a lot of the site users fell into this age category.

Although like any venture, the site is designed for any one of any age to be able to drop in and have a read as they wish as we currently are going through a period of TV show revamps and movie remakes.

### User personas:

#### Persona one



- **Name: Tom, Male**
- **Profession: Web designer**
- **Age: 26**
- **Interests: Food, live music, pubs and bars, Comic books**

- **Technology enthusiasts , has mobile phones on the go and spends about 8 hours everyday connected. Would benefit from the website by reading up on the history of animated cartoon characters.**

### **Persona two**



- **Name: Gemma, female**
- **Profession: Graphic artist**
- **Age: 36**
- **Interests: Painting, cinema, pubs and bars, drawing, museums**
- **Technology usage is moderate , has mobile phones on the go and spends about 8 hours everyday connected. Spends time with her family and has 1 son in school. Would benefit from comparing animated graphics and general information on cartoons from her childhood and also to share some of these with her children.**

### Persona three



- **Name: Stephen, male**
- **Profession: cameraman**
- **Age: 40**
- **Interests: Television, cinema, travel, pubs and bars, meeting new people**
- **Technology usage is low, has mobile phones on the go and spends about 3 hours everyday connected. Spends time with his family and has 2 children in school. Would benefit from the information section especially regarding broadcast media as is related to his industry at the moment.**

## INFORMATION ARCHITECTURE

### CONTENT

Toonsville will include a moderate amount of pictures as this is a cartoons based website with some used as background images.

After looking through my competitor's analysis and target audience , i began thinking of what i would like the design pattern and what form i would like the website to be in.Taking into account a seamless user journey possible. The draft sitemap below is to illustrate the simple structure which should enable any web user regardless of skill level to easily find there way around in as few clicks as humanly possible.

the content focus will fall into 3 major sections

➡ SECTION ONE: will house the main bulk of cartoon content which can be navigated to by a direct navigation link to an archive page showing the full listings of all cartoons that have been currently loaded onto the site

➡ SECTION TWO: will show a blogging section which aims to talk about current industry topics, fun, facts, news and events.

➡ SECTION THREE: will be a quiz section powered by a quiz plugin which will look at general fun facts about cartoons, a fun sections purely for entertainment of the user.

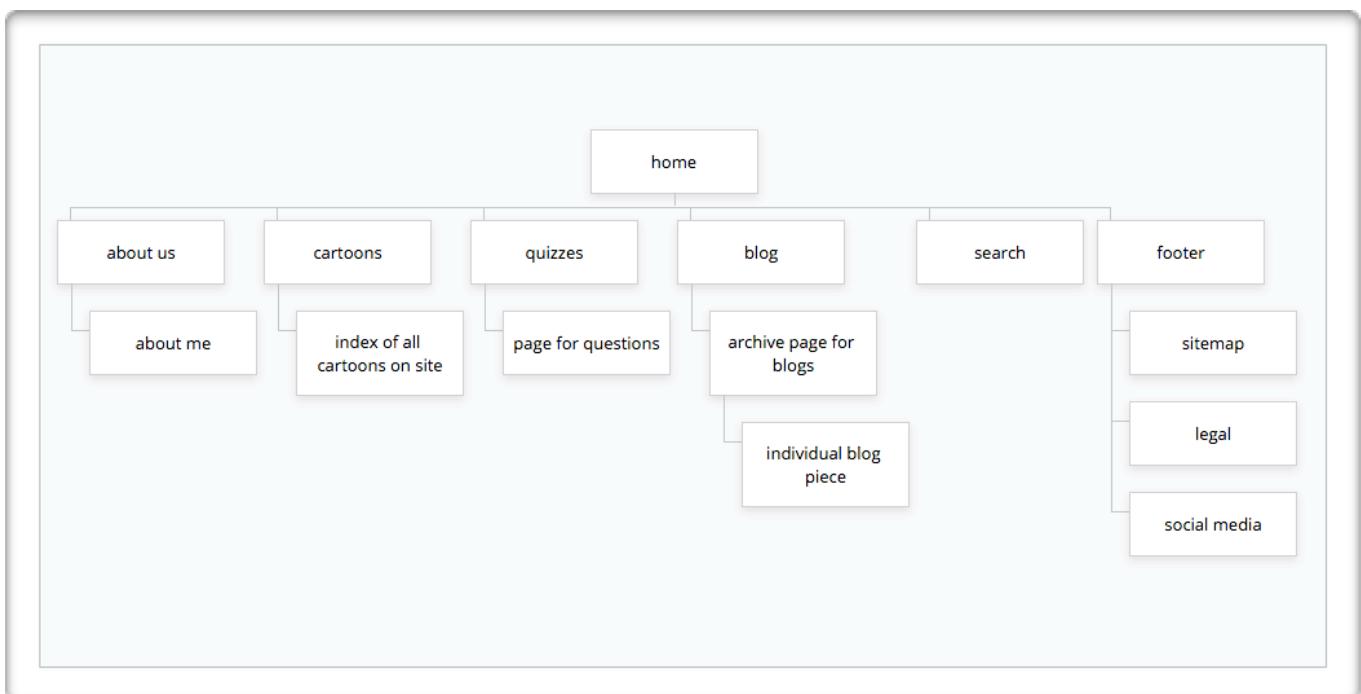


Fig 13

## Content outlook:

**Photos:** i will be sourcing most of the images for the cartoon characters and shows from the web at large under a fair use policy of commentary and criticisms.The site as well is non-commercial with no advertising attached to it as it is purely fan based. It is about cartoons it will be very difficultly to reproduce the images on my own and this defeats the purpose of the website in the first place as users will want to see images from their childhood heroes.

**Tone of voice:** As the website is about nostalgic TV shows and cartoons, the general tone of voice is quite vital and will be taking a light but factual approach at giving information to readers about the titles.

## FIRMNESS

### Site requirements

The website is not technology specific which enables some level of flexibility and options i will be closing to use and build a theme via Wordpress CMS which will further build my understanding of how it works as a skeletal structure to holding a websites content together. Also how to integrate plugins and manage the site via Wordpress in order to reach its full potential.

### Front-end technologies

I decided to build my own theme as i struggled with finding a particular theme that gave me a general sense of what i had in mind.I didn't find this particularly surprising as it is one of the main reasons for wanting to design the site in the first place with this subject at hand. Most of the available themes seem to have a cooperate or templated feel that we see everyday and it just didn't have the mood i was looking for.

#### HTML5

As the latest standard for writing markup HTML5 will be used for this project. As It adds semantic meaning to the website's code through the structural elements, and at this stage offers browser support on all major browsers.

#### CSS3

Similar to using HTML5, CSS3 will be used for the styling of the website, as the current version provides javascript like capabilities and works wonders with animation and shapes. It grows increasingly easier to use as the semantics improve over time.

#### Responsive design

It goes without saying that ensuring sites are easily accessible through a variety of devices is very important today as most people may not be in a situation to be sitting at a desk to access information, therefore i will be ensuring that the site has responsive design capabilities across all pages.

## Version Control

I used GIT initially- version control platform and Github as a central hub in which to push the bulk of my work, however; as i am not working on a team failed to use it to its full potential. Nevertheless, it gave me an opportunity to begin learning about industry usage of this platform.

Ultimately i used a plug in called Duplicator to assist in backing up my word press in case of any unforeseen issues.

## **Backend Technologies:**

### Wordpress

At a certain point i was looking into using API's in terms of getting the content of the site through however, this is something i am completely unfamiliar with hence decided to use word press as my major site building block. This would also further my knowledge in terms of learning PHP and would provide an easier to manage dashboard in case anyone else will be authorised to manage the website.

### Plugins

After extensive experimentation with plugins i developed a love/hate relationship with these sometimes frustrating pieces of "convenience-wares" as i call them.

Plugins are components available for the users to add specific features either directly to the site, or enhance performance where required and there are thousands of them.

On the other hand they tend to place development in a "you can't win 'em all" scenario as it can affect things like code validation and page layout and present a staggering amount of errors after running ones site through performance websites. This i find is mostly common with performance enhancing plugins to compress JS, CSS or Images.

Listed below are the plugins used on the site, some are lightweight plugins that were used for simple tasks such as reverting to the old WP dashboard.

- 404 error page: Used to build custom 404 error pages.
- Advanced Custom Fields: Used to build customisable and editable fields within pages.
- Auto-optimize: Makes site faster by maximising CSS, JS, Images and Google fonts.
- Classic Editor: This was mainly for me to work in an old WP dashboard environment as most tutorials i watched were still in this format.
- Quiz Cat: Provides an easy way to administer quizzes
- Smush: Reduce image file sizes, improve performance and boost your SEO.
- WPForms: Beginner friendly WordPress contact form plugin.
- Members: A user and role management plugin that puts you in full control of your site's permissions. This plugin allows you to edit your roles and their capabilities, clone existing roles, assign multiple roles per user, block post content, or even make your site completely private.
- Duplicator: Migrate and backup a copy of your WordPress files and database.  
Duplicate and move a site from one location to another quickly.
- Tabs-pro: Used to add multi tab elements on a page, this was vital to my individual content page.

## Hosting and Domains

As a student on the web-design course i am currently using CLOOK as a provider since i started with them and experienced excellent customer service, for instance they respond very quickly to tickets as i had some queries regarding finding DNS name server section as i wanted to reroute my site via another provider, increase of Capacity for the site and even when i migrated my site live for the first time, they simply did it for me. i just provided them with the bulk files and data base.

## Cloudflare

I ran my site domain requests through cloud flare in order to boost speed as a content delivery network with data centres globally by caching a version of the site and any static resources and delivering it to visitors based on location.

## DELIGHT

**Design and Concept:** Stating that the initial creative process of what the atmosphere of the website will be is crucial is an understatement. Coming to decisions regards, fonts and font weights, choice of colours and accessibility are quite major as this can greatly affect the general outlook of what the site will be.

At the start of the design process it was a trial and error endeavour to find the right visual for my project. I initially came up with a few different ideas for the front page that kept changing over time. I knew it would have to have a light fun-like vibe to it based on what the context would be about, however, inspirational websites were few. I got some inspiration from Pinterest and for some reason commercial posters usually found on the underground whilst waiting for trains appear to have interesting print layouts.

Eventually it all gradually came together after a mish-mash of different design elements inspired from several sources.

Ultimately I went with a theme that were along the lines of

- Colourful
- Bold
- Vibrant
- Playful
- Clear and Concise.

## Colour Palette

it was essential that i chose the right type of colour scheme for this project as one of the main reasons i had reservations for a few of the other sites i had investigated was largely to do with their colour choices at times which seem odd or expose a weakness in terms of their design.

I wanted something that was sometimes catchy and strong but also warm generally as the topic at hand was to do with cartoons.

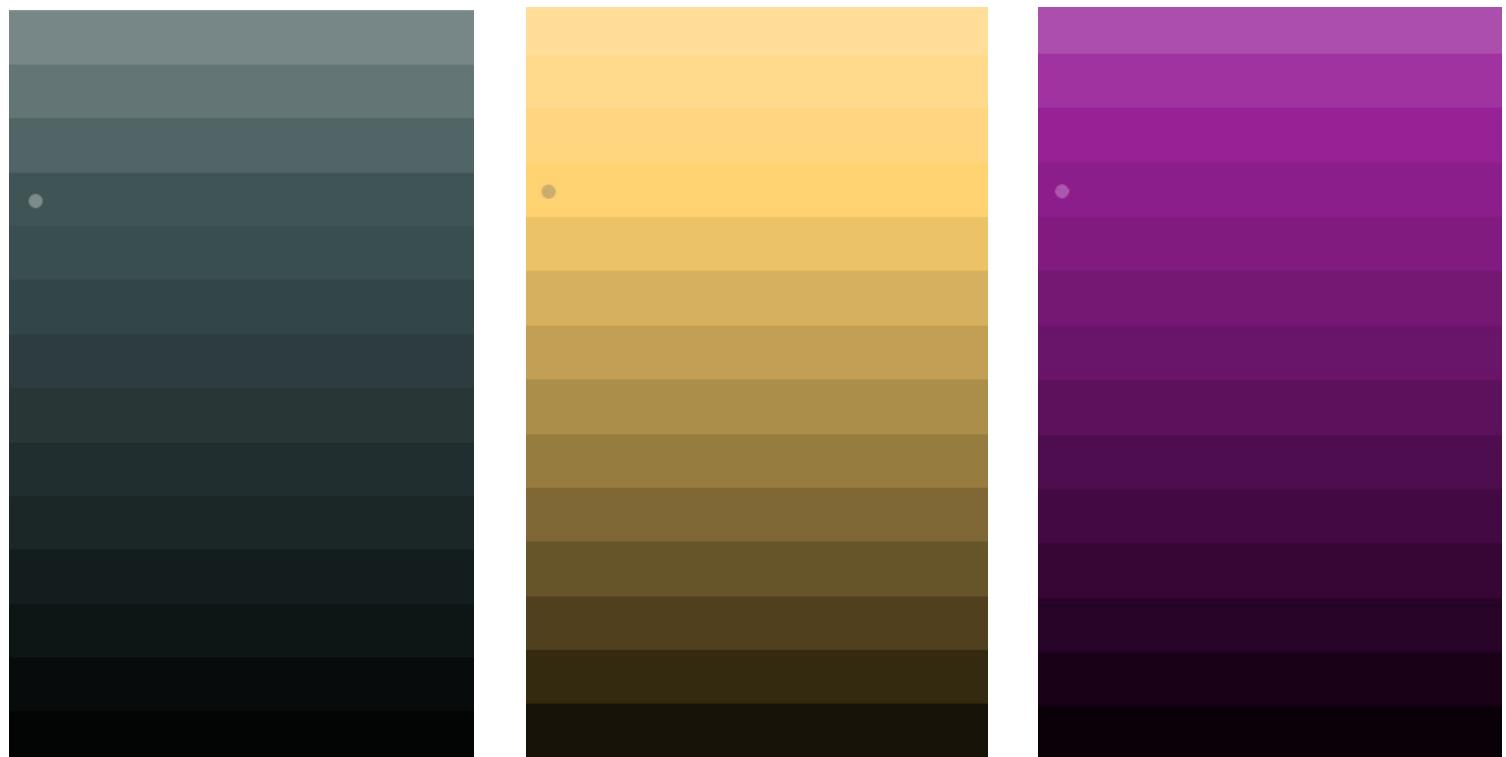


fig 14.

## TYPOGRAPHY

typesetting created some initial difficulties for me, as i went with fonts that quite suit the tone of the site initially. Ultimately I decided on 2 major typefaces, one major one that would be for the logo and that I also used for the headings and sub-menus, and a different typeface for the body of text. Both retrieved from Google Fonts.

# TOONSVILLE

fonts used for major headers and subtitles: **Sigmar one**

# TOONSVILLE!

fonts used for major headers and subtitles: **Special Elite**

## Logo

So for the logo i initially went for the title TNV using the major font typeface that i had initially picked out, it appeared catchy and seemed appropriate at the time, however; doesn't make much sense if a user doesn't exactly know what it means immediately. Although i did have the name of the site ""TOONSVILLE" boldly centrepieced on the main site imagery and that could hardly be missed.

However, after some feedback, i decided to also try out what it would look like if the actual letters of Toonsville typed out in full would make a good logo. I took both ideas and ran a

survey across my social media network and overwhelmingly the newer fully written out title was preferred.

I didn't initially set out to have that as the main logo, i had an icon of the cartoon character Goofy as a temporary place holder for when i designed a logo, however over time, it appears less was more in this circumstance as having the written out letters for "toonsville" gradually grew on me and i decided to leave it as it was and as it's main logo.



Fig 15. Old Design



Fig 16. Revised Design

In the final version of the logo, as stated earlier I decided to stick with the word "toonsville" written out in full text as suggested during the presentation, decided to go with one colour palette for the navigation rather than a gradient theme

## Imagery

Being a website that has to do with cartoons, Images play an essential part in this project, in fact, I use them in various parts of the website to ensure the user gets a sense of a nostalgic mood across each and every page, not just on the content page, but on the front page and I ensured that even pages that may not otherwise require images have very small elements of imagery attached to it to maintain the feel of the website. For example, an image of the wacky races duo dastardly and mutley is attached to the footer of the page, this ensures that no matter what page the user is clicking through they remain there rather stubbornly, but not to distract as they are positioned In such a way that they do not obstruct user

viewing. An image of the Belgian detective TinTin is placed in the contact us section as well to progress the friendly and fun theme.

Images are also used in various elements of the content itself, however, as this is not a “picture” website, it is used sparingly in between the actual information page about the cartoon giving a very editorial-like appeal.

Background imagery is also used behind the page headers to lighten the mood of each page, each imagery containing a collage of different cartoon characters over the years and playing a sense of relevancy to the project at hand.

The use of image optimising software smush was utilised in the project, however, some of its unfortunate effects can be seen on the new webP image formats as they develop a somewhat distorted/static background with the image remaining largely unaffected.

Due to time constraints I did not alter these presently, however; I will look to reverting them to their original png formats in order to remove the distorted backgrounds.



Fig 17. Transparent background affected by optimisation plugins.

## WIREFRAMES

These were rough sketches at the mid stage of the design process, i had created the main front page image with photoshop much earlier as a fun inspirational exercise and placed in here to get a feel of what it could possibly look like.

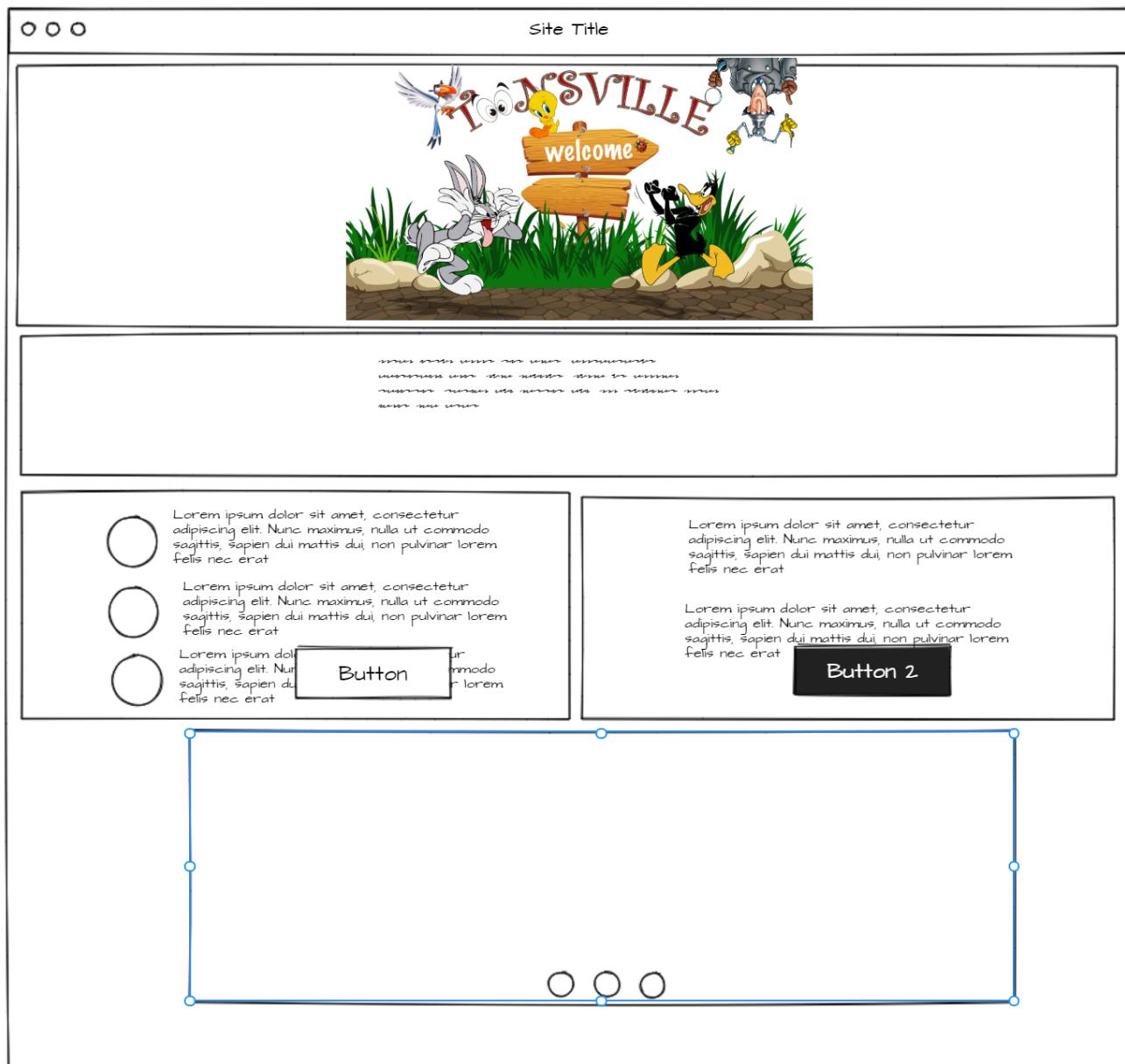


Fig. 18 desktop version

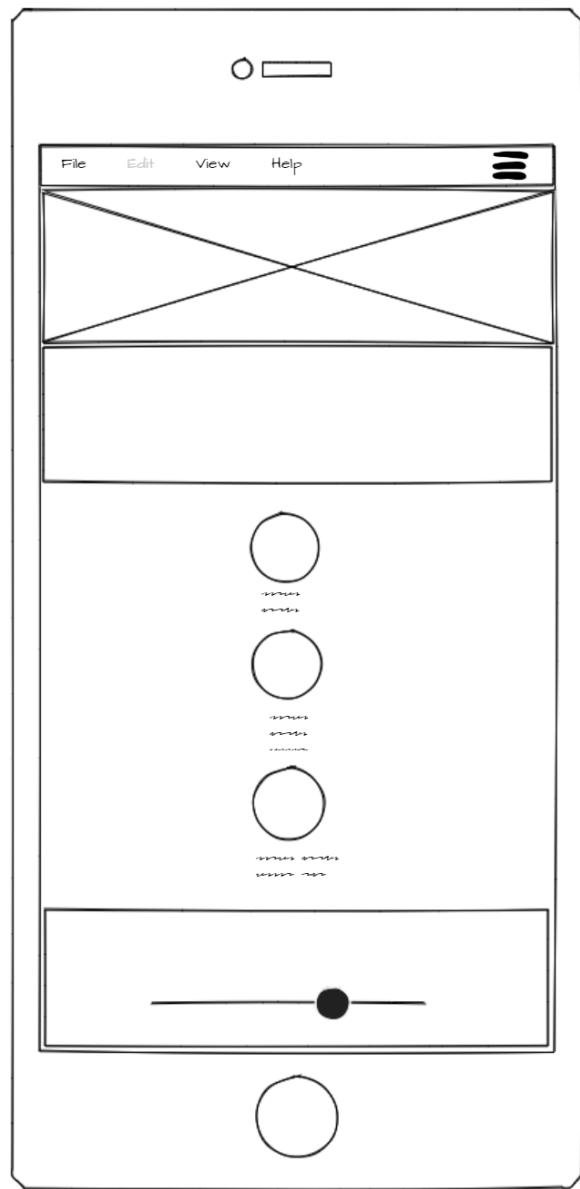


Fig. 19 mobile version

## IMPLEMENTATIONS

The page is fully responsive and adjusts well to all major mobile phone and tablet widths:



Fig 20 desktop version on a 13' screen

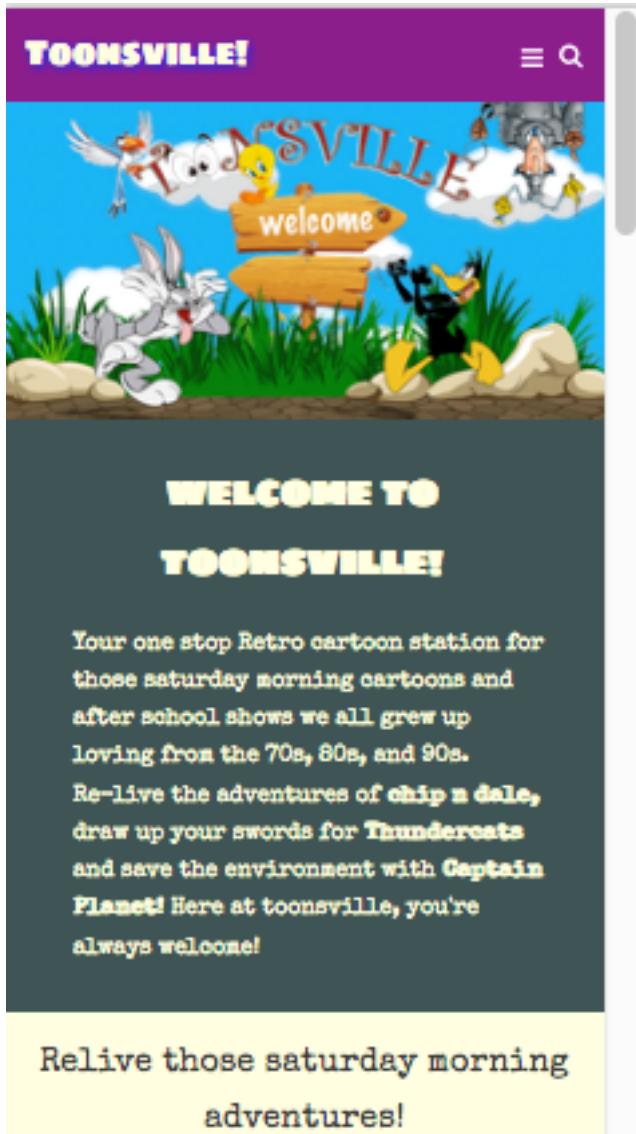


Fig 21. mobile version on a standard smart phone



fig 22. Tablet version on an iPad /kindle

## CHALLENGES:

The main implementation challenges I faced were

1. Development of the Wordpress theme
2. Implementation of the moving images on the front page
3. Independent working

Unfortunately as I took a year off from the course, I was quite isolated for the predominance of my project and worked purely by independent research, tutorials and trial and error.

As it was my first time undertaking a project of this magnitude on my own as a beginner, I was faced with the reality that I didn't know much about Wordpress. I had a basic

Understanding of what it did as a Content management system and that it held the content in such a way it was manageable and easy to use by almost anyone. This was

Especially useful in circumstances where a non technical person may have to be the site administrator.

However in terms of how to actually build a new theme or proceed, this was new territory for me. I had actually already began designing the site before hand in order to maximise time best I could so that when I did get to start learning Wordpress, I felt migration would be somewhat easier, rather than learning word-press and then starting work on my theme.

Ultimately I settled at signing up for a short intensive course on Wordpress and how to build a theme from scratch and it was fairly challenging covering custom pages and post types, writing functions and learning a lot of PHP.

## MAIN IMAGE JQUERY/JAVASCRIPT

The main image came about after a few tries of using static images, I however wanted to push myself a bit to do something more...challenging. I felt there was nothing particularly

Special about just another flat plain image on the front page, and as this was a cartoon based website wanted something more interactive and shall we say interesting.

The first idea was to use a still image background.

The second thought process was I would like a background that moved, this was inspired after visiting a gaming website I found coincidentally online. The characters were set such

That the background moved, however, the background was a cleverly placed looping video that I only found out by accident was a video after refreshing the page and the after effect

Jitters caused the dials to show if only for a brief second.

With a combination of CSS animations and jQuery, I managed to get the challenge done within a matter of days, however; I thought I could still go one step further by isolating each element of the

Background images and making them move in opposite directions in order to have a depth of field.

This was time consuming and rather tedious work as I had to use photoshop to separate all elements, and then research and find how to combine JQUERY and CSS animations.

I solved this by : using CSS animations as shown in the extracted code below.

```
/*MAIN IMAGE CONTROLS FOR THE CSS ANIMATION
1. ocean
2. foreground clouds
3. mountains
4.background clouds*/

/*MAIN IMAGE and background images*/

#showcase img{
    margin-bottom: 3.5em;
}

#showcase{
    top:70px;
    background-color: hsla(200,100%,50%,.9);
    position: relative;

    background-image:
        url(images/oceanmotion-compressor-copy.png),
        url(images/cloudz2-compressor.png),
        url(images/hillexp-compressor.png),
        url(images/cloudz-compressor.png);
    background-position: center;
    background-repeat:repeat-x;
    transition:background-image 2s ease-in-out;
    max-width:100%;
    background-size:auto;

    -webkit-animation: slide 20s linear infinite alternate;
    -moz-animation: slide 20s linear infinite alternate;
    -o-animation: slide 20s linear infinite alternate;
    animation-play-state: paused;
}
```

fig 23. setting the background for each image element and using animation to slide them.

For someone who is not javascript literate, I was quite proud of this. Then came another challenge. The constant movement of the background on load I felt could slow down performance as I started

To notice the laptop fan speed up during prolonged use, I then decided I had to find a way to pause and play the motion rather than have it working constantly in the background.

I resolved this once again by :

- Using html and css to create separate buttons for play and pause
- Then using css to style them
- Using jQuery to superimpose the play button over the pause such that one was pressed the other was not visible.

That final task alone took me weeks to figure out, but quite regarding when it finally worked. I also discovered that jQuery in Wordpress can be glitchy, and replacing the traditional \$ sign with j actually gets the job done.

```
<div id="showcase">
<div class="looneys">
    <!--CODE TO TOGGLE BACKGROUND ANIMATION ON AND OFF-->
    <button onclick="myPauseFunction()" class="fa fa-pause-circle" id="btn-2"></button>
    <button onclick="myPlayFunction()" class="fa fa-play-circle" id="btn-1"></button>
    
    <a href="#btn">
```

fig 24. function to toggle animation on and off.

```
<!-- play/pause button for main showcase animation -->
<script>
function myPlayFunction() {
document.getElementById("showcase").style.WebkitAnimationPlayState = "running"; // Code for Chrome, Safari, and Opera
document.getElementById("showcase").style.animationPlayState = "running";
}

function myPauseFunction() {
document.getElementById("showcase").style.WebkitAnimationPlayState = "paused"; // Code for Chrome, Safari, and Opera
document.getElementById("showcase").style.animationPlayState = "paused";
}

// Traditional $ symbol removed and replaced with 'jquery' as this is glitchy in wordpress
jQuery(document).ready(function() {
| jQuery("#btn-1").click(function () {
| jQuery("#btn-2").show()
| jQuery("#btn-1").hide()
});
jQuery("#btn-2").click(function () {
jQuery("#btn-1").show()
jQuery("#btn-2").hide()
});
});
</script>
```

fig 25. play pause button function for main display.

## Search Engine Optimisation (SEO)

My strategy was to build the website keeping SEO as a main hook. In fact, a lot of photos of popular cartoon characters will be used and i ensured that i named them accordingly as some of these cartoon characters were of course very popular and i could use this to my advantage.

Also i ensured i placed a lot of the essential Keywords in the metadata description, and the correct positioning of my h1 tag.

Using key catchwords and phrases from cartoon characters and TV shows strategically.

I also registered the site with Google Search Console and to avoid duplication of content and marking down by search engines.

There is the possibility of course of integrating an SEO plugin such as Yoast, however, i held back presently as i had run out of space. Once i increase my capacity with my hosting provider this will be the next step forward.

## Social media

This is the one area unfortunately the website has suffered from as the project was completed borderline close to deadline date. Due to my work/life constraints, i was unable to fully focus on developing a social media standing for the site in the period giving. However, i have created the channels for the site and have an initial plan heading into the future for what i can do in order to boost it's presence online.

I find facebook to be one of the strongest platforms in order to help promote the site. Being that as a site itself it hosts several retro and nostalgia based cartoon pages and they are not short for fans.

In fact members have no problems joining multiple pages at any one time and are always happy to share new groups within them.

some facebook groups with a huge fanbase: As shown below there is clearly no shortage of fandom for all things nostalgia based.

Facebook:

 Born in the 80s raised in the 90s (450,000)

 80s toons (461,000)

 Retro gold (89,686)

 80s and 90s cartoons you love(110,000)

My strategy will be to post links to my new site within these groups some of which i am already an active member and get people to visit the site from there.

Twitter and Instagram

I will be imploring a similar strategy with these 2 media channels, however; it will involve me following a lot of cartoon and retro based pages as well and retweeting trending hashtags in order to create some sort of momentum to get it moving for twitter and similarly following instagram pages for similar titles and posting images regularly in order to get the momentum going. These 2 are likely to pose more of a challenge i think especially twitter as instagram is a fast moving social medium at the moment.

## ANALYSIS

As earlier stated due to a rather late deployment of the site live, i have only been able to gather a small amount of data. However, for a site that has been only up for a short period, a week in fact, i was quite impressed with how far i have reached and hope for more hits in the future.

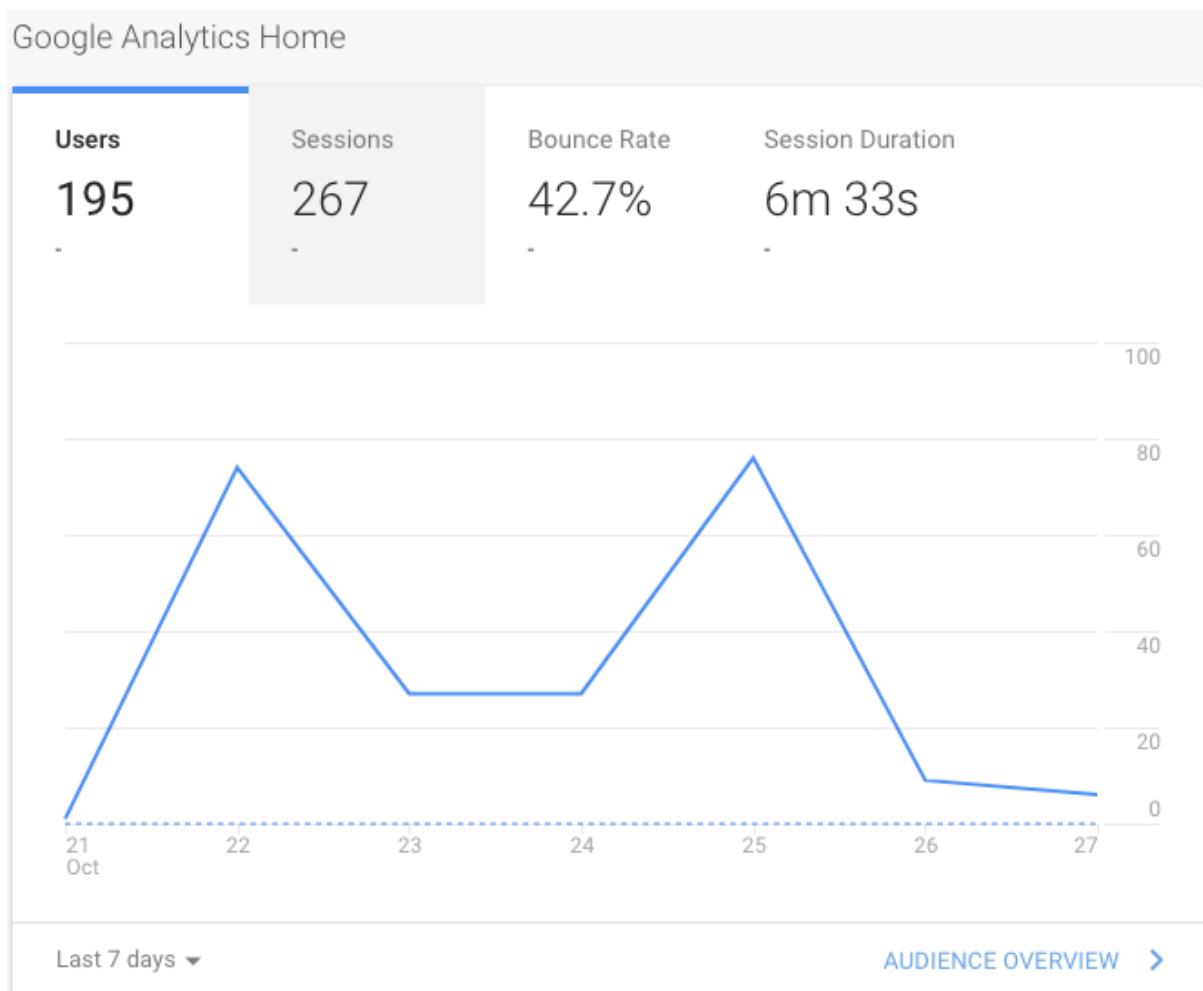


Fig.26 Google Analytics Audience overview.

## USER FLOW

The flow diagram available on Google Analytics shows that out of 267 sessions, a significant amount of users are accessing the site via the homepage. The others are accessing directly from the television programs page which houses the cartoons archive listings which possibly tells me they must be searching by actual cartoon or TV show name.

As a first timer using this, i find the information very useful and can prove insightful into how to develop the page more to keep users and ensure they have longer sessions.



Fig.27 sessions overview.

## Geolocation

No surprised there as the data shows that the main users of the site are home bound right here in the UK. Being the USA is one of the largest economies and an english speaking nation were most of these cartoons were created in the first place, I'm not too shocked they came in second.

The surprise draw for me were the individual hits from India and Turkey mainly because of the language differences and that these titles may have had a different name in the Asia continent if at all it was shown there. It will be interesting to see how things move along in the future.

Country ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	<b>195</b> % of Total: 100.00% (195)	<b>195</b> % of Total: 100.00% (195)	<b>267</b> % of Total: 100.00% (267)	<b>42.70%</b> Avg for View: 42.70% (0.00%)	<b>6.47</b> Avg for View: 6.47 (0.00%)	<b>00:06:34</b> Avg for View: 00:06:34 (0.00%)
1.  United Kingdom	<b>106</b> (54.36%)	<b>106</b> (54.36%)	<b>177</b> (66.29%)	<b>46.33%</b>	<b>8.88</b>	<b>00:09:46</b>
2.  United States	<b>44</b> (22.56%)	<b>44</b> (22.56%)	<b>44</b> (16.48%)	<b>52.27%</b>	<b>1.48</b>	<b>00:00:05</b>
3.  Netherlands	<b>19</b> (9.74%)	<b>19</b> (9.74%)	<b>19</b> (7.12%)	<b>0.00%</b>	<b>2.00</b>	<b>00:00:10</b>
4. (not set)	<b>16</b> (8.21%)	<b>16</b> (8.21%)	<b>16</b> (5.99%)	<b>0.00%</b>	<b>2.00</b>	<b>00:00:10</b>
5.  Germany	<b>4</b> (2.05%)	<b>4</b> (2.05%)	<b>4</b> (1.50%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
6.  India	<b>3</b> (1.54%)	<b>3</b> (1.54%)	<b>3</b> (1.12%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
7.  Spain	<b>1</b> (0.51%)	<b>1</b> (0.51%)	<b>1</b> (0.37%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
8.  Italy	<b>1</b> (0.51%)	<b>1</b> (0.51%)	<b>2</b> (0.75%)	<b>50.00%</b>	<b>5.00</b>	<b>00:05:42</b>
9.  Turkey	<b>1</b> (0.51%)	<b>1</b> (0.51%)	<b>1</b> (0.37%)	<b>0.00%</b>	<b>2.00</b>	<b>00:00:10</b>

Fig.27 Global hits.

## Technology

Rather interestingly, it appears desktop overwhelmingly is the preferred medium to view the site, at least so far. Mobile phones are not too far off and i spent time pondering why this may be. As stipulated early in my research, i hypothesise that, the majority of users to a site such as this would do it to unwind and relax possibly in the comforts of their home and not necessarily on the go, hence this may just be why the desktop user is leading the statistics at this stage, however, it is early days.

Device Category	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	<b>195</b> % of Total: 100.00% (195)	<b>195</b> % of Total: 100.00% (195)	<b>267</b> % of Total: 100.00% (267)	<b>42.70%</b> Avg for View: 42.70% (0.00%)	<b>6.47</b> Avg for View: 6.47 (0.00%)	<b>00:06:34</b> Avg for View: 00:06:34 (0.00%)
1. desktop	<b>106</b> (53.27%)	<b>106</b> (54.36%)	<b>156</b> (58.43%)	<b>35.26%</b>	<b>7.67</b>	<b>00:07:49</b>
2. mobile	<b>91</b> (45.73%)	<b>89</b> (45.64%)	<b>109</b> (40.82%)	<b>54.13%</b>	<b>3.77</b>	<b>00:03:49</b>
3. tablet	<b>2</b> (1.01%)	<b>0</b> (0.00%)	<b>2</b> (0.75%)	<b>0.00%</b>	<b>60.00</b>	<b>00:58:16</b>

Fig.28 Devices.

## SITE PERFORMANCE

I used a variety of mediums to check the performance of the website and there were clear areas of improvement. Listed below are some of the results. I used sites such as:

WEBSITE GRADER

GTMETRIX

PAGESPEED INSIGHTS

and while the site performed modestly on some, it was clear that others looked at the site more intricately and offered some positive scrutiny. Due to shortage of time i was unable to implement all of these, however; tweaking a few suggestions did help elevate the score to a 94 on website grader and an a on GT metrix. Nonetheless, i will be taking more time to improve as time moves on.

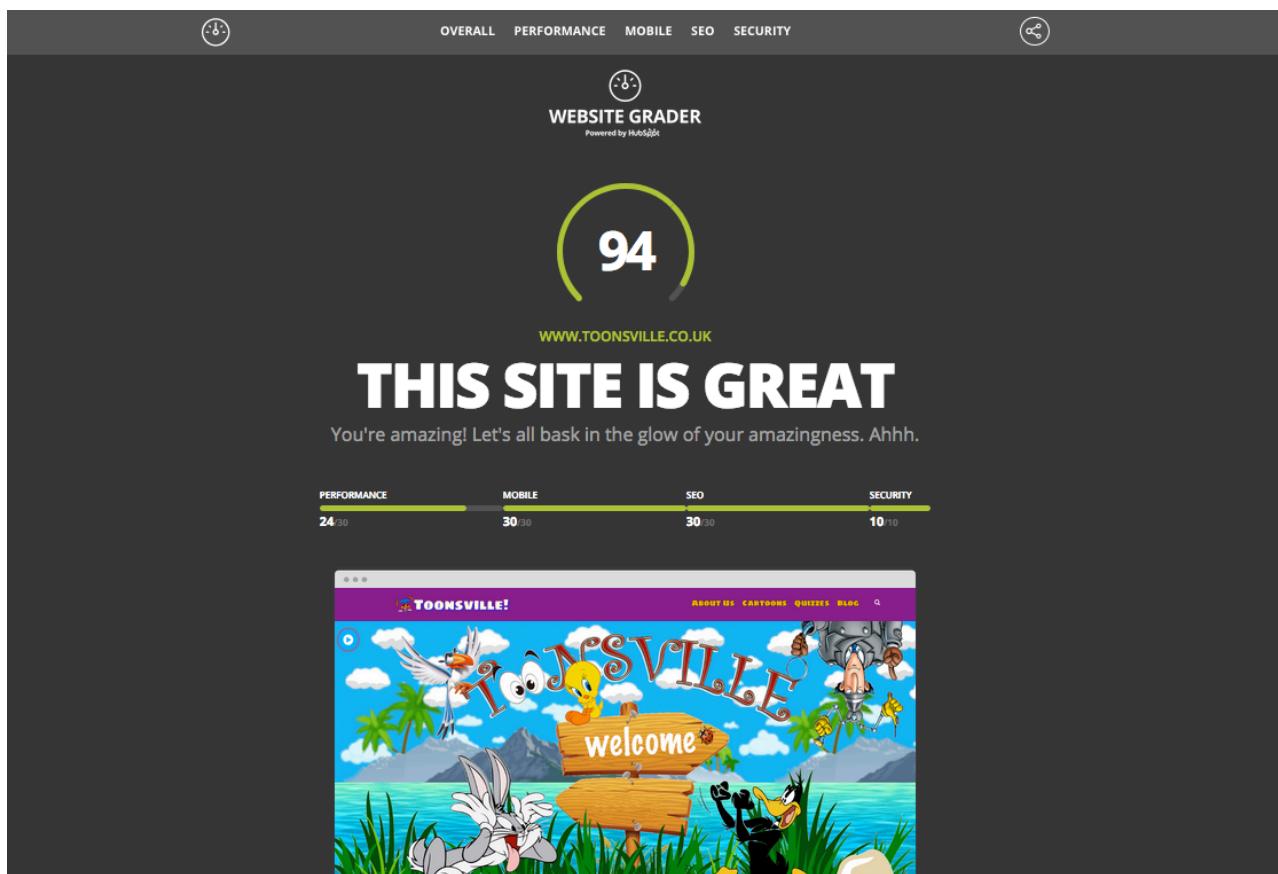


Fig.29 website grader.

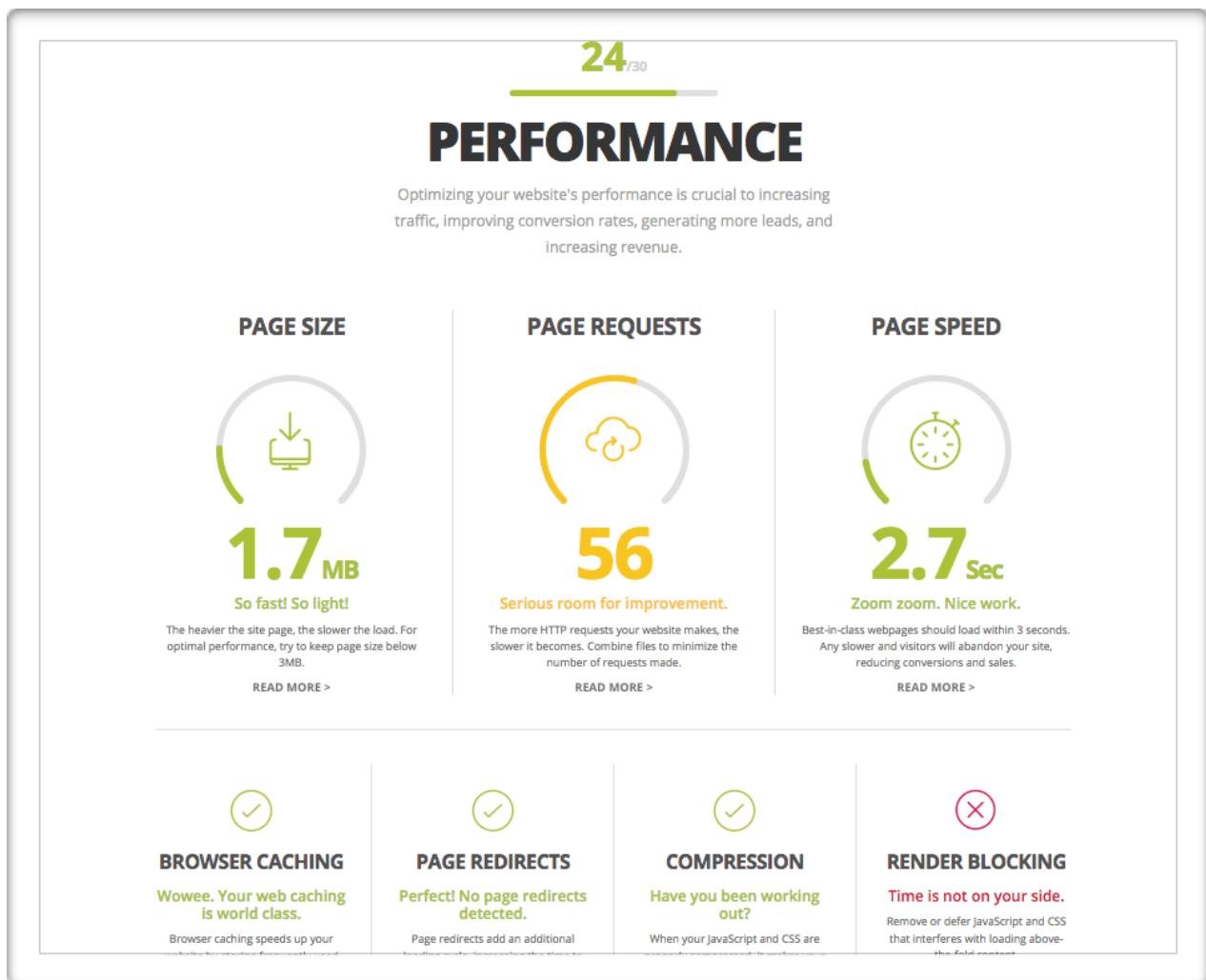


Fig.29 website grader.

**GTmetrix** Features Resources Blog GTmetrix PRO

**Latest Performance Report for:**  
<http://www.toonsville.co.uk/>

Report generated: Sat, Oct 26, 2019 8:59 AM -0700  
Test Server Region: Vancouver, Canada  
Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

**Performance Scores**

PageSpeed Score <b>A (91%) ^</b>	YSlow Score <b>C (75%) ▲</b>
-------------------------------------	---------------------------------

**Page Details**

Fully Loaded Time <b>3.2s ^</b>	Total Page Size <b>1.76MB ^</b>	Requests <b>56 ^</b>
------------------------------------	------------------------------------	-------------------------

**PageSpeed** **YSlow** **Waterfall** **Timings** **Video** **History**

RECOMMENDATION	GRADE	TYPE	PRIORITY
▼ Serve resources from a consistent URL	D (66)	CONTENT	HIGH
▼ Defer parsing of JavaScript	B (87)	JS	HIGH
▼ Leverage browser caching	B (87)	SERVER	HIGH
▼ Avoid CSS @import	A (92)	CSS	MEDIUM
▼ Minify JavaScript	A (98)	JS	HIGH
▼ Specify a cache validator	A (98)	SERVER	HIGH
▼ Specify image dimensions	A (99)	IMAGES	MEDIUM
▼ Minify CSS	A (99)	CSS	HIGH
▼ Minify HTML	A (99)	CONTENT	LOW

**What do my scores mean?**  
Rules are sorted in order of impact upon score  
Optimizing rules at the top of the list can greatly improve your overall score.  
Not every recommendation will apply to your page  
The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.  
[Learn more about PageSpeed/YSlow scores and how they affect performance.](#)

**Need optimization help?**

Fig.30 GTMetrix.

# CONCLUSIONS

## FEEDBACK SESSION AT UNIVERSITY AND ACTIONS

After what seemed like an eternity away from study and taking whatever time i could to delve into building and researching for this website. I was happy to some degree about my achievements as i did most of it in relative seclusion for a long time, but i knew there was room for improvement.

My feedback session back at the university covered a lot of ground i already knew i needed to look at and some new ones. I did my best to try and resolve every single issue that was brought up on the day.

- 1. Removal of log in link as suggested: this was initially placed as i intended to have active user profiles and for users to have their own generated content.
- 2. Ocean image in the background had its edge cut out coming into frame: I used photoshop and cropping to reduce the visibility of this.
- 3. Colour scheme was all over the place: I went went 2 major colours and implemented this all over the site including sub-pages.
- 4. Font appeared too formal in some places: I changed the fonts and went with a retro-typewriter like font used on all pages.
- 5. Content: Increased content: i ensued that i resourced a vast amount of information regarding the cartoons.
- 6. Increased size of logo and Navigation menu links. As Cole, stated during the feedback session, with a website such as this there is room to have fun, so i raised the fonts a notch.

## ACHIEVEMENTS

- ◆ Building a custom Wordpress theme for the first time.
- ◆ Delving into PHP headfirst.
- ◆ Delving and resolving javascript and query based problems with no experience.
- ◆ Building a site that people actually like based on my observations.

## FUTURE PLANS

- ◆ More work needs to be done on the performance site as the page speed insights figures were quite revealing e.g on image management, http requests e.t.c.
- ◆ User generated content on the page will be developed.
- ◆ Delivering more content to increase users.
- ◆ Social Media presence needs to be fully established for the brand to grow.

## REFERENCES

- 20 web design trends for 2019, available at: <https://webflow.com>
- The 10 best 80s cartoons that will make you nostalgic for childhood, available at <https://www.comingsoon.net>.
- why the Saturday morning cartoons are no more , available at <https://www.washingtonpost.com/>
- The difficulty of being in the present, available at <https://www.theschooloflife.com>
- what ruined Saturday morning cartoons, available at <https://www.youtube.com/saberspark>.
- what ruined Hannah Barbera cartoons, available at <https://www.youtube.com/saberspark>.
- Alexa, available at <http://www.alexa.com>
- Google PageSpeed available at <https://developers.google.com/speed/pagespeed/insights/>
- Google Analytics available at <https://analytics.google.com/>
- Google Fonts, available at <https://fonts.google.com>
- W3 Schools, available at <https://validator.w3.org>
- GT Metrix, available at <https://gtmetrix.com/>
- My Colour Space, available at <https://mycolor.space/>
- Clook, available at <https://my.clook.net/>
- GLOO maps, visual sitemap tool, available at <https://www.gloomaps.com/>
- Classic kids tv, available at [http://www.classickidstv.co.uk/wiki/ClassicKidsTv\\_Home](http://www.classickidstv.co.uk/wiki/ClassicKidsTv_Home)

- FANDOM, available at <https://www.fandom.com/>
- WIKIPEDIA, animation in the united states, available at Animation in the United States in the television era - Wikipedia