

= Adventure Time ( season 1 ) =

The first season of the American animated television series Adventure Time , created by Pendleton Ward , originally aired on Cartoon Network in the United States . The series is based on a short produced for Frederator 's Nicktoons Network animation incubator series Random ! Cartoons . The season follows the adventures of Finn , a human boy , and his best friend Jake , a dog with magical powers to change shape and grow and shrink at will . Finn and Jake live in the post @-@ apocalyptic Land of Ooo . Along the way , they interact with the other main characters of the show : Princess Bubblegum , The Ice King , and Marceline the Vampire Queen .

The first episode of the season , " Slumber Party Panic " was watched by 2 @.@ 5 million viewers ; this marked a dramatic increase in viewers watching Cartoon Network when compared to the previous year . The season ended with the finale " Gut Grinder " on September 27 , 2010 . Soon after airing , the show began to receive critical acclaim as well as a large fan following . In 2010 , the Adventure Time episode " My Two Favorite People " was nominated for a Primetime Emmy Award for Outstanding Short @-@ format Animated Program , although the series did not win .

After the original short became a viral hit on the internet , Cartoon Network picked it up for a full @-@ length series that previewed on March 11 , 2010 , and officially premiered on April 5 , 2010 . The season was storyboarded and written by Adam Muto , Elizabeth Ito , Pendleton Ward , Sean Jimenez , Patrick McHale , Luther McLaurin , Armen Mirzaian , Kent Osborne , Pete Browngardt , Niki Yang , Armen Mirzaian , J. G. Quintel , Cole Sanchez , Tom Herpich , Bert Youn , and Ako Castuera while being produced by Cartoon Network Studios and Frederator Studios . Several compilation DVDs that contained episodes from the season were released after the season finished airing . On July 10 , 2012 , the full season was released on Region 1 DVD ; a Blu @-@ ray edition was released on June 4 , 2013 .

= = Development = =

= = = Concept and creation = = =

The season follows the adventures of Finn the Human , a human boy , and his best friend Jake , a dog with magical powers to change shape and grow and shrink at will . Finn and Jake live in the post @-@ apocalyptic Land of Ooo . Along the way , they interact with the other main characters of the show : Princess Bubblegum , The Ice King , and Marceline the Vampire Queen . Common storylines revolve around : Finn and Jake discovering strange creatures , rescuing princesses from the Ice King , and battling monsters in order to help others . Various other episodes deal with Finn attempting to understand his attraction towards Bubblegum .

According to series creator Pendleton Ward , the show 's style was influenced by his time attending the California Institute of the Arts ( CalArts ) and his experiences working as a writer and storyboard artist on The Marvelous Misadventures of Flapjack . In an interview with Animation World Network , Ward said he strives to combine the series ' subversive humor with " beautiful " moments , using Hayao Miyazaki 's film My Neighbor Totoro as inspiration . Ward has also named Home Movies and Dr. Katz , Professional Therapist as influences , largely because both shows are " relaxing " and feature " conversational dialogue that feels natural [ and ] not over the top [ nor ] cartoony and shrill " . Ward described the show as a " dark comedy " ; he said " dark comedies are my favorite , because I love that feeling ? being happy and scared at the same time . It 's my favorite way to feel ? when I 'm on the edge of my seat but I 'm happy , that sense of conflicting emotions . And there 's a lot of that in the show , I think . " Executive producer Fred Seibert compared the show 's animation style to that of Felix the Cat and various Max Fleischer cartoons , but said that its world is also equally inspired by Dungeons and Dragons and video games . Ward intends the show 's world to have a certain physical logic instead of " cartoony slapstick " ; even though magic exists in the story , the show 's writers try to create an internal consistency in how the characters interact with the world .

Although the show is set in a post @-@ apocalyptic setting , according to Ward , the original

intention was for the Land of Ooo to simply be " magical " . After " Business Time " aired , in which an iceberg containing the bodies of reanimated business men floats to the surface of a lake , the show suddenly became post @-@ apocalyptic , and Ward noted that the production crew " just ran with it . " Ward later described the setting as " candyland on the surface and dark underneath " .

= = = Production = = =

The show began as a single stand @-@ alone animated short which ran for seven minutes . It aired in January 2007 and again as part of Frederator Studios ' Random ! Cartoons on December 7 , 2008 . After its release , the short video became a viral hit on the internet . Frederator Studios then pitched an Adventure Time series to Nicktoons Network , but the network passed on it twice . The studio approached Cartoon Network , which said it would be willing to produce a series if Ward could prove the short could be expanded into a full series while maintaining elements of the original 's pilot . Rob Sorcher , the chief content officer at Cartoon Network , was influential in getting the network to take a chance on the show ; he recognized the series as " something that felt really indie ... comic book @-@ y [ and ] really new " . Ward quickly rethought the concept of the pilot ; he wanted a potential series to be " fully realized " , rather than be characterized by the " pre @-@ school vibe " that permeated the original film . Ward 's college friends Patrick McHale and Adam Muto helped him produce a rough storyboard that featured Finn and Princess Bubblegum going on a spaghetti @-@ supper date . Cartoon Network was not happy with this story and asked for another . Ward then created a storyboard for the episode " The Enchiridion ! " , which was his attempt to emulate the style of the original Nicktoons short . Cartoon Network approved the first season in September 2008 , and " The Enchiridion ! " was the first episode to enter into production .

While many cartoons are based on script pitches to network executives , Cartoon Network allowed Adventure Time to " build their own teams organically " and communication through the use of storyboards and animatics . Cartoon Network chief content officer Rob Sorcher explained that the network allowed this because the company was " dealing with artists who are primarily visual people " and by using storyboards , the writers and artists could learn and grow " by actually doing the work . " As such , Ward soon assembled a storyboarding team for the series , which was largely composed of " younger , inexperienced people " who had been found using the Internet . However , Cartoon Network , worrying about the status of the show and the inexperience of its production members , hired three veteran animators who had worked on SpongeBob SquarePants to help guide Ward and his team : Derek Drymon ( who served as executive producer for the first season of Adventure Time ) , Merriwether Williams ( who served as head story editors for the show 's first and second seasons ) , and Nick Jennings ( who became the series ' long @-@ serving art director ) . Thurop Van Orman , the creator of The Marvelous Misadventures of Flapjack , was also hired on as a supervising producer , providing guidance for the series ' first two seasons .

In addition to the 26 episodes created during the first season , several others were commissioned and storyboarded , but not produced . These include the episodes " Brothers in Insomnia " ( written and storyboarded by Armen Mirzaian and Luther McLaurin , with revisions by Ako Castuera ) , " The Glorriors " ( written and storyboarded by Joe Horne and Doug TenNapel ) , and " The Helmet of Thorogon " ( outline by Ward , Muto , McKeon , McHale , and Craig Lewis ) . " Brothers in Insomnia " had been pitched to the network , although it was later scrapped . " The Glorriors " , according to Frederator Vice President Eric Homan , " was a casualty of jumping into production without having had any serious development time . " " The Helmet of Thorogon " , despite initially being assigned the production number 692 @-@ 008 ( which would eventually be taken by the episode " Freak City " ) , never made it to the storyboard stage , although several pieces of background art for the episode were designed by Ghostshrimp . The storyboards for " Brothers in Insomnia " and " The Glorriors " and the outline for " The Helmet of Thorogon " were later released on Fred Seibert 's official Scribd page . Furthermore , the episode " What Have You Done " was given the production number 27 , despite only 26 episodes being ordered . This is because the original sixth episode was scrapped during production , and " What Have You Done " took its place , but was given a different code . Due to this , some sources like The Futon Critic , give it the production number 692 @-@ 006

, whereas Frederator gave it the number 692 @-@ 027 .

All of the season 's episodes began as simple two @-@ to @-@ three @-@ page outline that contained the necessary plot information . These outlines were then handed off to storyboard artists , who would then expand the rough outline into a full storyboard . The episodes ' design and coloring were done in Burbank , California . Animation was handled overseas in South Korea , either by Rough Draft Korea or by Saerom Animation . The season was storyboarded and written by Muto , Elizabeth Ito , Ward , Sean Jimenez , McHale , Luther McLaurin , Armen Mirzaian , Kent Osborne , Pete Browngardt , Niki Yang , Cole Sanchez , Tom Herpich , Bert Youn , Ako Castuera , and J. G. Quintel . Quintel , who would later go on to create the popular Cartoon Network series Regular Show , co @-@ wrote and boarded the episode " Ocean of Fear " after asking Ward if he wanted any freelance help for Adventure Time . Quintel and Ward had previously worked together on The Marvelous Misadventures of Flapjack .

= = Cast = =

The voice actors include voice acting veterans John DiMaggio ( who portrays Jake the Dog ) , Tom Kenny ( who plays The Ice King ) , and Hynden Walch ( who voices Princess Bubblegum ) . In addition , Jeremy Shada portrays the voice of Finn the Human , and Olivia Olson portrays Marceline the Vampire Queen . Ward himself provides the voice for several minor characters , as well as Lumpy Space Princess . Former storyboard artist Niki Yang voices the sentient video game console BMO , as well as Jake 's girlfriend Lady Rainicorn in Korean . Polly Lou Livingston , a friend of Pendleton Ward 's mother , Bettie Ward , plays the voice of the small elephant Tree Trunks . The Adventure Time cast records their lines together in group recordings as opposed to different recording sessions with each voice actor . This is to record more natural sounding dialogue among the characters . Hynden Walch has described these group recordings as akin to " doing a play reading ? a really , really out there play . "

The series also regularly employs guest voices for various characters . For instance , in the episode " Enchiridion ! " , John Moschitta , Jr . , Mark Hamill , and Fred Tatasciore all lend their voices to various beings . In " Ricardio the Heart Guy " , actor George Takei voices the titular villain . " Business Time " features Brian Posehn as one of the business men . Erik Estrada portrays King Worm in the episode " Evicted ! " In " Memories of Boom Boom Mountain " , Matt L. Jones voices the talking mountain . Andy Milonakis appears as the pie @-@ throwing robot N.E.P.T.R. in the episode " What is Life ? " Hamill reappears in the episode " Ocean of Fear " , which also features opening and closing narration courtesy of Clancy Brown . Kerri Kenney @-@ Silver portrays the Ice King 's bride in the episode " When Wedding Bells Thaw " . Michael Dorn portrays Gork in the episode " Freak City " . Brown reappears in the episode " Dungeon " as a demon cat . Kevin Michael Richardson portrays the titular character in the episode " Donny " . Finally , Lou Ferrigno plays the part of the being Billy in " His Hero " .

Various other characters are voiced by Tom Kenny , Dee Bradley Baker , Maria Bamford , and Steve Little .

= = Reception and release = =

= = = Ratings = = =

The episodes " Business Time " and " Evicted ! " each were " previewed " on Cartoon Network before the official series launch date , on March 11 and 18 , respectively . The series officially premiered on April 5 , 2010 . It debuted with the episodes " Slumber Party Panic " and " Trouble in Lumpy Space " . The episode was watched by 2 @.@ 5 million viewers . The episode was a ratings smash ; according to a press release sent out by Cartoon Network , the episode 's timeslot saw triple digit percentage increases from the time period of the previous year . For instance , the entry was viewed by 1 @.@ 661 million kids aged 2 ? 11 , which marked a 110 percent increase from the

previous year . Furthermore , it was watched by 837 @, @ 000 kids aged 9 ? 14 , which saw a 239 percent increase . This also made it the most @-@ watched episode of the first season . The season finale , " Gut Grinder " , was watched by 1 @. @ 77 million viewers . Originally , the first ten episodes were bundled into 30 @-@ minute airings . This means two of the eleven @-@ minute segments were combined into one . Starting with the eleventh episode , " Wizard " , the episodes dropped to only one , eleven @-@ minute segment .

= = = Reviews and accolades = = =

The season has received largely positive reviews from critics . Television critic Robert Lloyd , in an article for the LA Times , said it " strikes [ him ] as a kind of companion piece to the network 's [ then ] currently airing Chowder and The Marvelous Misadventures of Flapjack . Each takes place in a fantastical land peopled with strange , somewhat disturbing characters and has at its center a young male person or person @-@ like thing making his way in that world with the help of unusual , not always reliable , mentors . " He went on to say that the show is " not unlike CN 's earlier Foster 's Home for Imaginary Friends , about a boy and his imaginary friend , though darker and stranger and even less connected to the world as we know it . " Lloyd also compared it to " the sort of cartoons they made when cartoons themselves were young and delighted in bringing all things to rubbery life . "

After its release on DVD in 2012 , the season received positive critical attention , although many reviewers initially expressed their unhappiness that the set was not initially released as a Blu @-@ ray edition . Wired wrote positively of the set , and applauded the release 's bonus features . R.L. Shaffer of IGN awarded the set a 7 out of 10 , denoting a " good " release . He called the show a " rare treat " , but was critical of the release 's packaging , noting that " a few too many episodes are crammed onto the discs , leaving little room for these transfers to breathe " and that the video compression left something to be desired . Tyler Foster of DVD Talk " highly recommended " the set , and wrote that the series is " bursting with imagination , sweetness , and a ridiculous sense of humor " . Foster was particularly pleased with the characters , citing Ricardio and Marceline as highlights of the season . Furthermore , he wrote that " even the worst episode in this [ season ] ? and I 'm hard @-@ pressed to pick one ? is beautifully designed and packs at least one or two killer gags . "

The episode " My Two Favorite People " was nominated for a 2010 Primetime Emmy Award for Outstanding Short @-@ format Animated Program , although the episode did not win .

= = = Home media = = =

Warner Home Video released multiple DVDs , consisting of region 1 and region 2 formats . My Two Favorite People , It Came from the Nightosphere , Jake vs. Me @-@ Mow , The Suitor , Frost & Fire , and The Enchiridion were created for Region 1 markets containing some episodes of the first season . On July 10 , 2012 , Cartoon Network released The Complete First Season DVD , containing all episodes of the first season in region . By July 29 , the set had sold 151 @, @ 535 copies . A Blu @-@ ray edition was released on June 4 , 2013 . All DVD releases can be purchased on the Cartoon Network Shop , and the individual episodes can be downloaded from both the iTunes Store and Amazon.com. On March 30 , 2013 , the first season of Adventure Time was made available on the Netflix Instant Watch service for online streaming .

= = Episodes = =

= = DVD release = =