

= Adventure Time ( season 3 ) =

The third season of 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 debuted on July 11 , 2011 , and the season finale was aired on February 13 , 2012 . The season follows the adventures of Finn , a human boy , and his best friend Jake , a dog with the magical powers to change shape , 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 , " Conquest of Cuteness " was watched by 2 @.@ 686 million viewers ; this marked an increase in viewers watching Cartoon Network when compared to the previous season 's debut . The season ended with the cliffhanger " Incendium " , which was resolved at the start of season four . The season was met with largely positive critical reception . In addition , several episodes and writers were nominated for awards ; the episode " Thank You " was nominated for an Annie Award as well as an award at the Sundance Film Festival . " Too Young " was nominated for an Emmy Award . Storyboard artist Rebecca Sugar was also nominated for an Annie Award .

This season saw the series grow and progress , featuring the first of the popular Fionna and Cake episodes , as well as marking the first time that fan @-@ submitted content was canonized . Ward also noted that the storyboard artists affected the overall tone of the show , moving it towards more bizarre and spiritual matters . The season was storyboarded and written by Ako Castuera , Tom Herpich , Adam Muto , Rebecca Sugar , Jesse Moynihan , Bert Youn , Kent Osborne , Somvilay Xayaphone , Pendleton Ward , and Natasha Allegri , 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 . The full season set was released on February 25 , 2014 on DVD and Blu @-@ ray .

= = Development = =

= = = Concept = = =

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 , battling the Ice King , and battling monsters in order to help others . Various other episodes deal with Finn attempting to understand his attraction towards Bubblegum , as well as his development of a crush on Flame Princess .

= = = Production = = =

After the increasing success of the series , on November 29 , 2010 Deadline.com announced that Cartoon Network had renewed the series for a third season . The episode titles were released on April 6 , 2011 by Frederator Studios , while the show was nearing the end of its second season . Based on production numbers , " Conquest of Cuteness " was the first episode that underwent production , which was also the first episode aired . In April 2011 , the storyboards for season three were nearing completion , and much of the production staff shifted its focus to the show 's fourth season .

The ninth episode , entitled " Fionna and Cake " takes place in a gender bent version of Ooo . The premise of this episode is that the Ice King has created a fan fiction wherein all the main characters

of Adventure Time appear in the opposite gender . For instance , Finn the Human has become Fionna the Human , and Jake the Dog is now Cake the Cat . The genesis for the episode were drawings that storyboard artist Natasha Allegri posted onto the internet during her free time . Her creations were eventually canonized by the show 's producers . Allegri even re @-@ rerecorded the show 's theme ? which had originally been sung by series creator Pendleton Ward ? for the episode . The episode had a sequel during the fifth season , focusing on Marceline 's male counterpart , Marshall Lee , who is voiced by Donald Glover .

Before the third season , Ward cautioned fans that , due to legal reasons , he was unable to accept fan creations for characters and stories . However , the sixteenth episode , " Jake vs. Me @-@ Mow " features the titular character Me @-@ Mow , which was drawn by Gunnar Gilmore , aged 14 . Gilmore had sketched the character and showed his mother , who forwarded it to Cartoon Network . Ward decided to include the character solely because the character was " so cute " . Gilmore 's original drawing was used for the episode 's title card . So far , this appears to be the only fan @-@ created character that Ward has allowed on the show .

This season 's episodes were produced in a process similar to previous seasons ' episodes . First , all of the 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 Ako Castuera , Tom Herpich , Adam Muto , Rebecca Sugar , Jesse Moynihan , Bert Youn , Osborne , Somvilay Xayaphone , Ward , and Allegri . Pendleton Ward referred to many of the writers during the third season as " really smart , smartypants people " who were responsible for inserting weirder and more spiritual ideas into the series . He attributed much of this to the background of the writers , many of whom were formerly involved in indie comics . The season was produced by Cartoon Network Studios and Frederator Studios .

= = 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 . Season three would also introduce Flame Princess , voiced by Jessica DiCicco ; Flame Princess would go on to have a larger role in the fourth and fifth seasons of the show , as well as become Finn 's new romantic interest . 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 , Jackie Buscarino appears as the Cute King in " Conquest of Cuteness " . Steve Agee voices Ash , Marceline 's ex @-@ boyfriend , and Ava Acres as young Marceline in " Memory of a Memory " . Isabella Acres reprises her role as a young Princess Bubblegum , and Justin Roiland makes his debut as Lemongrab in the episode " Too Young " . Lemongrab would soon becoming a recurring character . Steve Little voices the character Abracadaniel , and Maurice LaMarche appears as the Grand Master Wizard in the episode " Wizard Battle " . For the gender bent episode " Fionna and Cake " , Madeleine Martin voiced Fionna , Roz Ryan played the part of Cake the Cat , Grey DeLisle appeared as the Ice Queen , and Neil Patrick Harris voiced Prince Gumball . Rich Fulcher appears as Jaybird and Ron Lynch voices the character Pig in " Apple Thief " . Jackie Buscarino reprises her role as Susan Strong in the episode " Beautopia " . Kyla Rae Kowalewski voices the character Me

@-@ Mow in the episode " Jake vs. Me @-@ Mow " . Musical parodist " Weird Al " Yankovic appears as the Banana Man in the episode " The New Frontier " ; the character was originally supposed to be voiced by Jonathan Katz before Yankovic was chosen after Katz was unable to . Peter Browngardt voices the eponymous character in " Paper Pete " . Gregg Turkington appears as the Talking Shrub in " Another Way " . Sam Marin voices Clarence in " Ghost Princess " . In the episode " Incendium " , Keith David makes his debut as Flame King .

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

= = Reception and release = =

= = = Ratings = = =

The season debuted on July 11 , 2011 , with the episode " Conquest of Cuteness " . The episode was watched by 2 @.@ 686 million viewers . This marked an increase from the second season premiere , which had been viewed by 2 @.@ 001 million viewers , and it marked a drastic increase from the second season finale , which was watched by only 1 @.@ 975 million viewers . " Conquest of Cuteness " also marked gains when compared to the same timeslot a year prior ; growth in kids and boys aged 6 ? 11 , 2 @-@ 11 and 9 @-@ 14 ranged between 13 and 40 percent . The season hit a high with its ninth episode , " Fionna and Cake " , which was watched by 3 @.@ 315 million viewers . This made the episode , at the time , the highest @-@ rated entry in the series in its three season run . The season finale , " Incendium " , aired on February 13 , 2012 ranked as the number one telecast of the week among boys aged 6 ? 11 on all of television .

= = = Reviews and accolades = = =

Mike LeChevallier of Slate magazine awarded the third season four stars out of five . In his review , LeChevallier wrote that the series " scores relatively high marks for storytelling , artwork , music , voice acting , and realization with its neatly wrapped , 11 @-@ minute packages of multicolored awesomeness . " He further complimented the show because he felt that " it scarcely appears to be trying too hard to attract attention , yet it does just that " . He did note that " the short @-@ form format leaves some emotional substance to be desired " , although he noted this was inevitable for a series with such short episodes .

" Fionna and Cake " was particularly successful with the fans of the series ; according to Entertainment Examiner , after the episode aired , " fans of the series loved the new interpretation and clamored for more Fionna and Cake " . Ward has revealed that he is particularly pleased with the episode " Thank You " ; he elaborated , " I think it 's awesome that with a show called Adventure Time with Finn and Jake , we can just forget about Finn and Jake for a little bit and the network will just let us follow this creature around " .

The series was nominated for two separate Annie Awards : one for Best Animated Special Production for " Thank You " , and another for Best Storyboarding in a Television Production for Rebecca Sugar . The series , however , failed to win either . The episode " Too Young " was nominated for a 2012 Primetime Emmy Award for Outstanding Short @-@ format Animated Program , although the episode did not win . The episode " Thank You " was also purposely screened in a movie theatre so that it could qualify for the Academy Award for Best Animated Short Film . Although it made the award 's short list , it did not make the final list of ten nominees . " Thank You " was later in the running for the Animated Short Film award at the Sundance Film Festival in early 2013 , although it did not win the award .

= = = Home media = = =

Warner Home Video released multiple DVDs , consisting of region 1 and region 2 formats . It Came

from the Nightosphere , Jake vs. Me @-@ Mow , Fionna and Cake , The Suitor , Princess Day , Finn the Human , Frost & Fire , and The Enchiridion were created for Region 1 markets containing some episodes from the third season . The complete season was released on DVD and Blu @-@ ray on February 25 , 2014 . By March 9 , 2014 , the DVD release had sold 32 @,@ 056 copies , and the Blu @-@ ray set had sold 8 @,@ 577 copies . 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.

= = Episodes = =

= = DVD release = =