

= Adventure Time (pilot) =

" Adventure Time " is an animated short created by Pendleton Ward , as well as the pilot to the Cartoon Network series of the same name . The short follows the adventures of Pen (voiced by Zack Shada) , a human boy , and his best friend Jake (voiced by John DiMaggio) , a dog with magical powers to change shape and grow and shrink at will . In this episode , Pen and Jake have to rescue Princess Bubblegum (voiced by Paige Moss) from the antagonistic Ice King (voiced by John Kassir) .

" Adventure Time " first aired as a stand @-@ alone short on Nicktoons Network in January 2007 , after which it subsequently went viral on the internet ; as of April 2008 , the pilot has had over 3 @,@ 000 @,@ 000 views . It was then re @-@ aired as part of Nicktoons Network 's Random ! Cartoons series showcase on December 7 , 2008 , subsequently leading to the creation of the animated series . It was nominated for an Annie Award for Best Animated Short Subject . The short and the later @-@ produced television series share elements , but the two differ slightly in setting , conception and continuity , especially in regard to the post @-@ apocalyptic setting , which is only featured in the television series .

= = Plot = =

The short focused on a boy named Pen and a dog named Jake as they learn from the Rainicorn that the Ice King has kidnapped Princess Bubblegum , in the hope of marrying her . Declaring that it 's " Adventure Time " , Pen and Jake set off to the Ice King 's mountain lair . Pen and the Ice King fight while Jake remains outside flirting with Lady Rainicorn , ignoring the battle . Just when Pen seems to be gaining the upper hand , the Ice King uses his " frozen lightning bolts " to freeze Pen in a block of ice . For unexplained reasons , this transports Pen 's mind back in time , and to Mars , where he has a short motivational conversation with Abraham Lincoln . After being told to believe in himself , Pen 's mind is returned to the present , where he breaks out of the ice , just in time to see the Ice King fly away with Princess Bubblegum . Chasing after him using Jake 's extendable legs , Pen rescues the princess from the Ice King 's grasp . Jake pushes the magical crown off the Ice King 's head , thereby removing the King 's source of power . The Ice King then plummets off screen , yelling a long list of complex threats of things he will do when he returns . The story closes with Princess Bubblegum giving Pen a kiss ; he enjoys it , but is also greatly embarrassed by the act . He attempts to leave , but Jake claims that they have nowhere else to go and that there are no adventures that need them . However , some nearby ninjas are stealing an old man 's diamonds , and they both run off in pursuit .

= = Characters = =

Pen (voiced by Zack Shada) ? One of the two main protagonists of the short . According to Ward , he is " a little boy " who is " just hanging out " . For the television series , he was renamed to Finn ; the character would also go on to be voiced by Zack 's younger brother Jeremy Shada .

Jake (voiced by John DiMaggio) ? The other main protagonists of the short . Jake is Pen 's " pal " , according to Ward . DiMaggio would voice the character in both the short and the later series .

Princess Bubblegum (voiced by Paige Moss) ? Princess Bubblegum is the damsel in distress . Voiced by Moss in the short , Bubblegum would later be voiced by Hynden Walch in the series .

Rainicorn (voiced by Dee Bradley Baker) ? Rainicorn would later be renamed " Lady Rainicorn " for the series , and would be voiced by Korean storyboard artist Niki Yang , rather than Dee Bradley Baker .

Ice King (voiced by John Kassir) ? The main antagonist of the short ; Ward later called him a " nutbar " in an interview . Kassir voiced the character in the short , but Tom Kenny would later voice the Ice King in the series .

= = Production = =

" Adventure Time " was created by Pendleton Ward . The short 's style was influenced by his time at California Institute of the Arts (CalArts) . " Adventure Time " was Ward 's first job in animation after he graduated from CalArts . Ward had been contacted by Eric Homan , the vice president of Development at Frederator Studios after Homan saw one of Wards films at a CalArts animation screening called " The Producer 's Show " . Homan told Ward that he should consider pitching an idea to the Frederator incubator series Random ! Cartoons . Ward spent approximately one to two weeks storyboarding the outline for " Adventure Time " . He described the process as " exciting " because he was " jumping into it not knowing whether [he] would sink or swim . "

During the initial storyboard pitch to Frederator Studios , Ward brought a guitar and played the episode 's theme song . Frederator 's CEO Fred Seibert was initially disinclined to make the short , feeling it was too much of a " student film " and without much commercial appeal . Longtime colleagues , development executive Homan and production executive Kevin Kolde , convinced him otherwise , arguing that Seibert had actually laughed in the presentation , something that he did not often do . Frederator approved the pitch , and " Adventure Time " soon went into production .

Ward hired several of his recently graduated CalArts friends to work on the short with him . Neil Graf was tasked with coloring , Julian Narino was the background designer , and Adam Muto drew the props . Graf and Narino later got jobs with other series and studios ? King of the Hill and Laika studio , respectively ? but Muto continued working with Ward and currently serves as Adventure Time 's co -@ executive producer and showrunner . The finished short ran for seven minutes , and production wrapped up in the spring of 2006 .

= = Release and reception = =

" Adventure Time " first aired as a stand @-@ alone short on Nicktoons network on January 11 , 2007 , and it was re @-@ aired as part of Frederator Studios ' Random ! Cartoons on December 7 , 2008 . In between airings , it leaked onto the internet and went viral . According to Frederator Studios producer and founder Fred Seibert the short , " between all of its distribution points , " had been viewed almost 3 @,@ 000 @,@ 000 times by April 2008 . The feature was later nominated for an Annie Award for Best Animated Short Subject , although it did not win .

After its release and success , Frederator Studios then pitched an Adventure Time series to Nicktoons , but the network passed on it twice . The studio then approached Cartoon Network . The network said they would be willing to produce the series if Ward could prove that " the seven @-@ minute short made for Nick wasn ' t a one @-@ hit wonder " . Ward quickly retooled the concept of the pilot ; he wanted a potential series to be " fully realized " , rather than possess the " pre @-@ school vibe " that the original pilot had . Initially , Ward submitted a rough storyboard that featured Finn and an " oblivious " Princess Bubblegum going on a spaghetti @-@ supper date . However , the network was not happy with this story , and specifically asked for an episode that contained the same things that had " made the short so special , like the crazy opening dance , the ' Abe Lincoln moment , ' funny catchwords , and the awkward princess / kiss moment at the end . Ward then created an early storyboard for the episode " The Enchiridion ! " , which was his attempt to emulate the style of the original short . Eventually , Cartoon Network approved the first season in September 2008 , and " The Enchiridion ! " became the first episode to enter into production .