

A Study on Effective OSMU(One Source Multiple Use) Animation Production Using 3D Printing Technology

- Focused on “Battle Magmon” Toy Products for the Domestic Market -

3D 프린팅 기술을 활용한 효율적인 OSMU 애니메이션 제작에 대한 연구

- 국내 시장을 위한 “배틀 매그몬” 완구 제품 중심으로 -

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Abstract

As the domestic animation market has recently moved away from previous subcontract production, the general competition system, structure in distribution, and complications in the general planning of the animation process are being raised as problematic issues in the animation industry, creating difficulty in securing profit in animation production. This study suggests a One Source Multiple Use (OSMU) strategy for the domestic animation market to collaborate with the toy industry and utilize 3D printing technology to revitalize the domestic animation industry and secure profit structure, which may lead to the revitalization of the domestic animation market. “Battle Magmon” animation was chosen as a sample to research and develop easy-to-follow and cost-practical steps in a collaborative project between animation and toy production, which can provide a more efficient and productive workflow in the domestic toy-based animation industry. The study aimed to investigate and suggest OSMU in domestic animation that creates multiple results with one animation source. With market research, case studies of domestic and Japanese animation markets, and the prospect of 3D printing technology, the study suggests a pipeline of how the domestic animation industry can incorporate OSMU strategies focusing on collaborative simultaneous production of character toy products into upcoming animation planning and building characters in animation.

Keyword / OSMU, Animation Production, Toy Character, Domestic Market, 3D Printing Technology

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