The trend towards hybrid animation (blending 2D and 3D) in 2018 - 2025

The research objective of this paper is to study the rising trend of implementing hybrid animation in the production process in order to make more appealing animation. Despite the fact that this style and technique was used already a decade ago locally, it never gained that amount of attention which "Spider-Man: Into the Spider-Verse" (2018) attracted. It became a starting point for other big series to try and adjust hybrid animation as the main style for the shows. This paper focuses on the popularity of hybrid animation in the consumers' eyes.

The research question for this paper is "How does the audience perceive hybrid animation compared to traditional 3D animation?". The time frame is set from 2018, which covers the production of the "Spider-Man: Into the Spider-Verse" one of the revolutionary cartoons using hybrid technology that brought critical success and led to the production of series using similar technology, and until the last year, 2025.

Literature review will be conducted in order to make a proper historical overview and to distinguish the research gap in this paper.

The first article is called "A Preliminary Study on the Visual Outcome of Hybrid Animation" (2022) by Farissa Eryna and Noorhayati Saad. This research examines the development of the animation technique as it became more complicated during the years. Authors explore whether merging 3D and 2D looks more appealing in the eyes of the audience. A variety of tools and systems designed to create particular animation art styles have been developed as a result of technological breakthroughs. They study how to combine different techniques and receive the right outcome. They also discussed softwares and tools which helped to

produce animations. The article explores the tools and software used to produce both 2D and 3D animations, as well as the procedures and ways of combining these two media.

Paper “Hybrid Animation: The Process and Methods of Implementing 2D Style in 3D Animation” (2019) was written by Jerina Kivistö. The author stated that in recent years 3D animation was used everywhere. This raised the question of the place of the 2D hand-drawing animation. The research explores if hybrid animation is beneficial and does serve the purpose of creating appealing animation yet not complicates the production process and development costs.

Another article used in this research paper is “Hybrid Animation: integrating 2D and 3D assets” (2012) by Tina O’Hailey. This research explains what hybrid animation is and where it was used. The author explores why one medium is used more than another. The paper gives an overview of what are the main challenges of combining 2D and 3D and how to evaluate the success.

Continuing this list, the article “The Impact of Hybrid Animation on the Future of Animation” should be mentioned. It was written in 2023 by Francisca Faria and Cátia Peres. The article identifies how the development of hybrid animation techniques has affected the animation production process due to the technical improvements. The study focuses on how artists in the animation business perceive hybrid animation's impact on their work as well as its benefits and drawbacks for the sector. In particular, the study looks at how 2D and 3D animation are produced differently and how combining them produces hybrid animation. The study uses a triangulated methodological approach: a literature review, quantitative techniques, and qualitative analysis to improve comprehension and to accomplish its objectives. The study's ultimate goal is to place hybrid animation methods inside the industry by providing information about their importance and prospective contributions to animation techniques.

Further work is called “Harmonizing 2D and 3D in Modern Animation” (Luntraru et al., 2022). The methods used today to create hybrid animations are highlighted in this survey. Although hybrid animation has been around since 1983, there is still space for advancement because there is little documentation on the techniques. The study examines prominent instances from the contemporary entertainment sector that highlight these methods, which are frequently used to foster innovation and satisfy time and money restrictions.

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