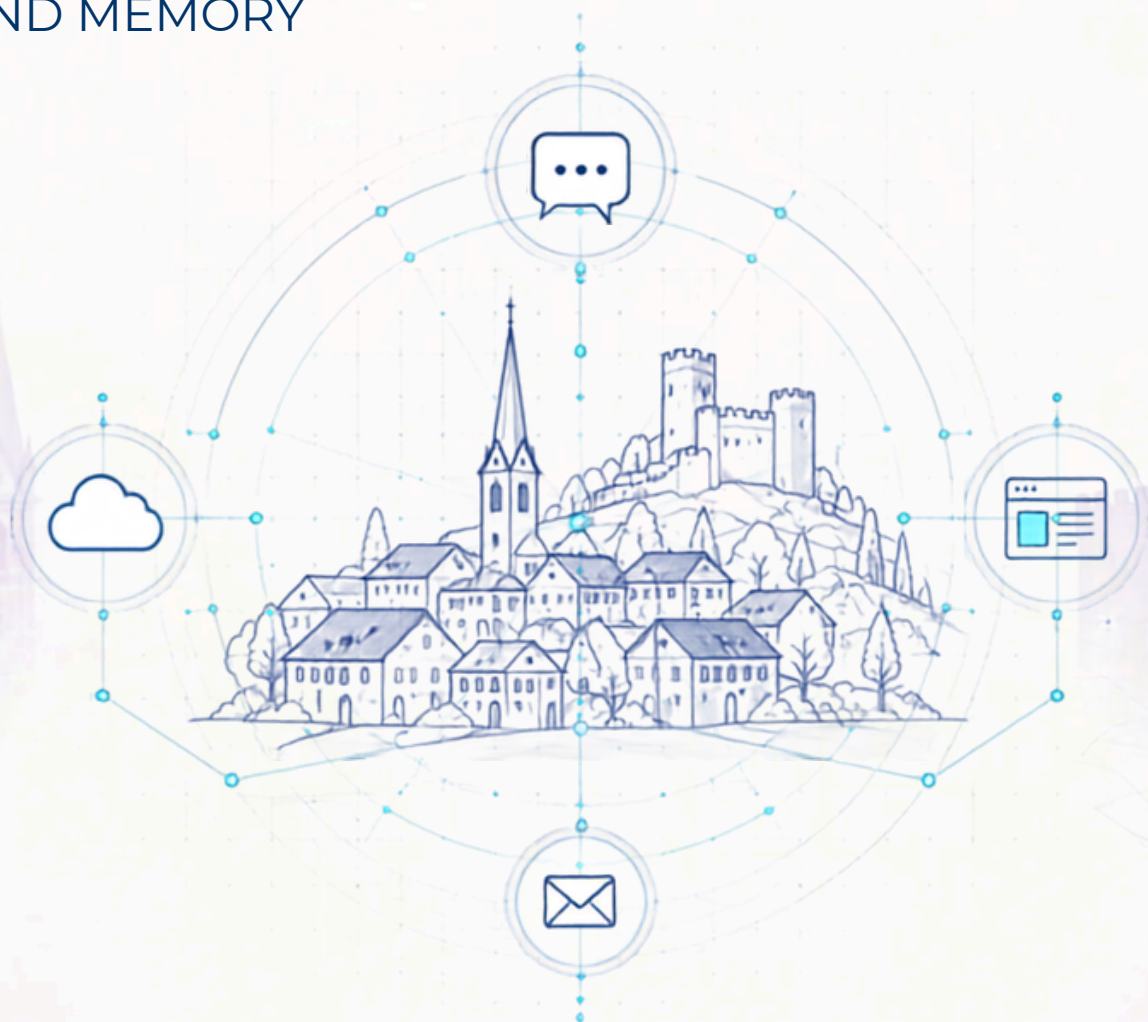


MODULE 05

ONLINE PLATFORMS

DIGITAL RURAL EUROPEAN ART
AND MEMORY



Project partners



Co-funded by
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Project information:

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How to use this E-book

You can read this ebook before, during or after the session. Each section introduces a concept, connects it with real platforms, and closes with a short activity or decision-making task.

The activities do not require learners to open seller accounts or publish real products. They can be completed as simulations using screenshots, platform pages, draft descriptions or sample files. This keeps the learning practical without forcing beginners to take public or commercial actions before they are ready.

At the end of the ebook, the integrated activity asks learners to plan a complete online sharing route for a 3D model and a smaller optional route for selling the printed object.



Alhambra, Spain.

MODULE INFORMATION

 Module number 05	 Level Beginner
 Topic 3D models and online sales of printed objects	 Format Hybrid learning
 Duration 3 hours	 Main output Responsible 3D Model Publishing Plan

About this module

This e-book accompanies the DREAM module dedicated to online platforms for 3D models and 3D printed products. Its purpose is to help learners understand where digital fabrication projects can be published, shared, downloaded, reused or sold online.

The module is divided into two parts. The first and most important part focuses on platforms for digital 3D models: repositories, marketplaces and cultural heritage collections such as Cults3D, MyMiniFactory, Scan the World, Printables, MakerWorld, Thingiverse and Sketchfab. The second part introduces online marketplaces where already printed physical objects can be sold, such as Etsy, Wallapop or eBay. This is not a generic ecommerce lesson. The focus is on practical digital fabrication decisions: how to describe a model, how to read licences, how to choose a platform, how to evaluate whether a file is printable, and how to avoid legal or quality problems when sharing or selling work.

For DREAM, online platforms also connect technology with local culture and community memory. A 3D model can be a useful object, a learning resource, a digital representation of heritage, or a starting point for a small creative activity. Publishing it responsibly means thinking about audience, context, ownership and reuse.



Learning Objectives

- Understand the difference between a 3D model repository, a digital marketplace and a physical product marketplace.
- Identify common platforms used to share, download or sell 3D printable files.
- Explain the difference between sharing model geometry and sharing print profiles.
- Recognise basic 3D file formats such as STL, OBJ and 3MF.
- Read basic licence information before downloading, remixing, publishing or selling a model.
- Prepare a clear model listing with title, description, tags, photos, print notes and licence information.
- Understand how cultural heritage platforms such as Scan the World can support education and local storytelling.
- Distinguish between selling a digital file and selling an already printed physical object.
- Identify basic responsibilities linked to selling printed objects online: quality, pricing, shipping, customer expectations and intellectual property.
- Plan a simple online publication workflow for a digital fabrication project.

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1. What are Online Platforms in Digital Fabrication

An **online platform** is a digital space where users can do something: upload, search, download, comment, buy, sell, organise, publish or collaborate. In digital fabrication, platforms are important because the design of an object often travels online before it becomes a physical piece.

A **3D printable model** can be shared as a file. Another person can download it, open it in a slicer and print it. This makes platforms central to maker culture: people do not only consume finished products, they exchange instructions, files, settings and improvements.

Figure 1

3D Printing an object with an FDM Printer



Note. From 3D Printing an Object using FDM Printer [Photograph], by H. Rostamani, 2022, Wikimedia Commons (https://commons.wikimedia.org/wiki/File:3D_Printing_an_Object_using_FDM_Printer.jpg). CC BY-SA 4.0

Platforms also have rules. They decide what file types are accepted, what licences can be selected, how creators are credited, whether models can be sold, and how the community reports problems. A platform is therefore both a tool and an environment with its own culture.

For beginners, the key is to slow down before downloading or uploading. A nice-looking model is not always printable, legal to reuse or suitable for a specific printer. Good platform use means checking information before acting.



Key Concepts

Online platform: A digital space where users can share, find, exchange or manage content and services.

Repository: An online collection where digital files, such as 3D models, can be stored and downloaded.

Marketplace: An online platform where users can buy or sell products, files or services.

Creator profile: A page showing information about a user and the content they have created or shared.

Download: To copy a file from an online platform to your own device.

Upload: To add a file from your device to an online platform.

Community rules: Guidelines that explain what users can and cannot do on a platform.



Practical Task

Choose one 3D model platform and identify what users can do on it:

- search
- download
- upload
- sell
- comment
- like
- follow
- remix
- report

Mini tip: Before using a platform, ask what action it is designed to support.

2. Two Routes: Digital Files and Printed Products

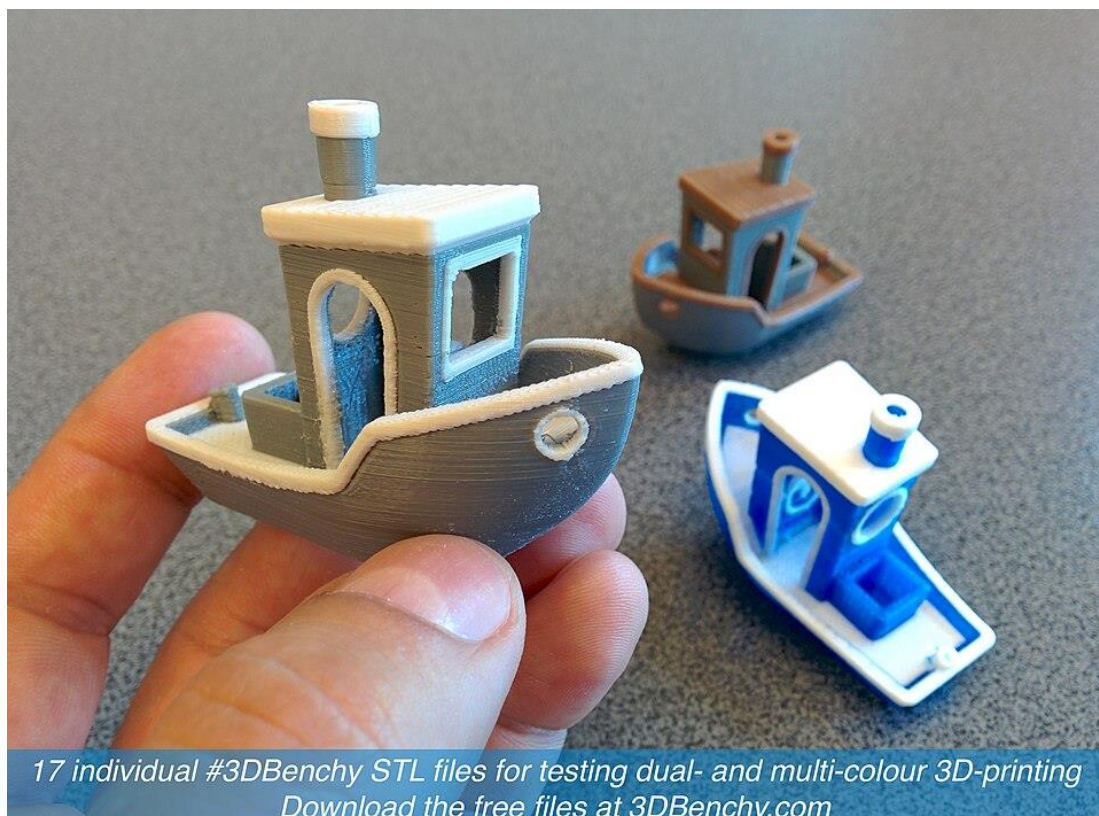
This module separates two routes because they have different responsibilities. The first route is **sharing or selling the digital 3D model**. The second route is **selling the physical object** after it has been printed.

When you share a digital file, you mainly work with file quality, description, metadata, licence and platform visibility. You need to help another person understand what the model is, how it can be printed, and what they are allowed to do with it.

When you sell a printed object, you add more responsibilities. You are no longer only offering information; you are delivering a product. You must think about print quality, durability, packaging, shipping, local delivery, returns, messages, pricing and customer expectations.

Figure 2

Example of a 3D printed object



Note. Photograph showing a 3DBenchy test model used for dual- and multi-color 3D printing. From Download -3DBenchy STL files for dual and multi-colour 3D-printing (19110919878) [Photograph], by 3DBenchy, 2015, Wikimedia Commons ([https://commons.wikimedia.org/wiki/File:Download_-3DBenchy_STL_files_for_dual_and_multi-colour_3D-printing_\(19110919878\).jpg](https://commons.wikimedia.org/wiki/File:Download_-3DBenchy_STL_files_for_dual_and_multi-colour_3D-printing_(19110919878).jpg)). CC BY 2.0.

A model that is free to download is not automatically free to sell as a printed product. Many licences allow personal use but restrict commercial use. Others require attribution or prohibit derivative works. This is one of the most important lessons in the module.



Key Concepts

Digital file: An electronic file that contains information, such as a 3D model, image or document.

Physical product: A real object that can be touched, used or sold.

Commercial use: Using a file, design or product for business or financial gain.

Personal use: Using a file or product privately and not for commercial purposes.

Product responsibility: Responsibility for making sure a product is safe, suitable and used as intended.

Customer expectation: What a customer reasonably expects from a product, such as its quality, function, appearance or delivery.



Practical Task

Take one simple object, such as a cable holder or keyring, and list what changes when you share the file online versus when you sell the printed item.

Mini tip: Digital sharing is about reuse; physical selling is about delivering a product.

3. 3D Model Repositories and Digital Marketplaces

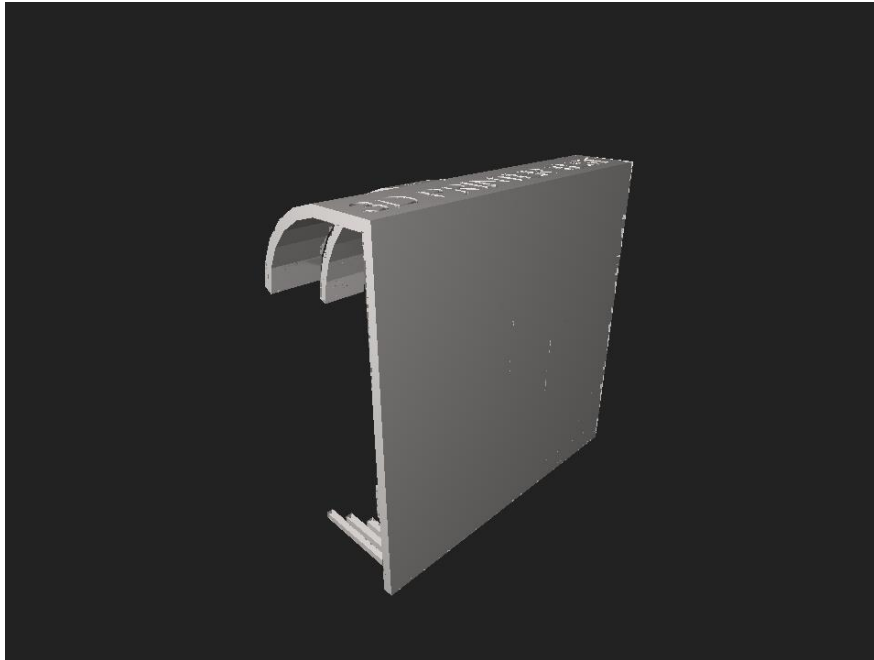
A **3D model repository** is a platform where users can find and download files. Some repositories focus on free sharing and community exchange. Others combine free files with paid models and creator stores. A **digital marketplace** is a platform where creators can sell digital files. In this case the buyer does not receive a printed object. They receive a model file, usually in formats such as STL, OBJ or 3MF, and print it themselves.

Some platforms mix both ideas. A learner may find free models, paid models, creator collections, contests, comments, remixes and platform rewards in the same place. This mixed model is common in 3D printing communities.

The most useful question is not which platform is best in general, but which platform fits the purpose. A heritage model, a functional spare part, a decorative object, a tabletop miniature and a Bambu Studio-ready print profile may belong on different platforms.

Figure 3

Example of a digital 3D model file



Note. Digital 3D model file used for testing 3D printer tolerance and calibration. From Thingiverse - 3D Printer test stl.stl [Photo], by M. Trpkoš, 2017, Wikimedia Commons (https://commons.wikimedia.org/wiki/File:Thingiverse_-_3D_Printer_test_stl.stl). CC BY 4.0.



Key Concepts

Repository: An online collection where digital files can be stored, shared and downloaded.

Digital marketplace: An online platform where digital files or products can be bought and sold.

Creator store: A personal online space where a creator offers their own designs or products.

Free model: A digital model that can be downloaded without payment, subject to its licence conditions.

Paid model: A digital model that requires payment before it can be downloaded or used.



Practical Task

Compare three platforms and classify each one as mainly **repository**, **marketplace**, **ecosystem platform** or **cultural heritage collection**.

Mini tip: Choose the platform after you know the audience and the type of file you want to share.

4. File Formats, Printability and Model Quality

The most common beginner format is STL. It describes the shape of a model, but it does not usually include rich printing settings. OBJ can include geometry and sometimes material information. 3MF can store more data and is increasingly useful in modern 3D printing workflows.

A file being available online does not guarantee that it will print well. Printability depends on the geometry, orientation, wall thickness, supports, scale, material and printer profile. A model may look good in a preview but fail when printed. Good platforms encourage creators to add photos of finished prints, print settings, notes about supports, material recommendations, assembly instructions and warnings. These details are especially helpful for beginners. A useful model page should answer basic questions:

- what is the object and who created it
- what file format is included
- what licence applies
- what printer or material was tested
- whether supports are needed
- whether the model has been printed successfully

Figure 4

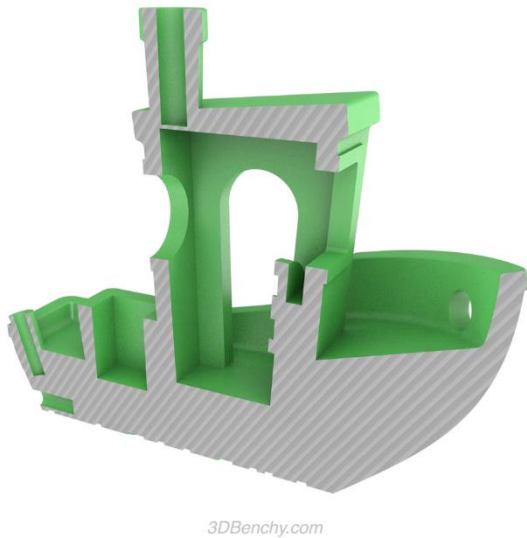
Example of a 3D model



Note. Digital image or 3D model preview of the 3DBenchy benchmark print. From 3DBenchy 2025 release [Image], by CreativeTools, 2015a, Wikimedia Commons (https://commons.wikimedia.org/wiki/File:3DBenchy_2025_release.png). CC0 1.0.

Figure 5

Example of a cross-sectional cut of a 3D model



Note. From 6 3DBenchy Cut view.png [Diagram], by CreativeTools, 2015b, Wikimedia Commons (https://commons.wikimedia.org/wiki/File:6_3DBenchy_Cut_view.png). CC0 1.0.



Key Concepts

STL: A common 3D file format that stores the surface geometry of a model.

OBJ: A 3D file format that can store model geometry and may also include information about textures and materials.

3MF: A modern 3D printing file format that can store model geometry together with additional printing information.

Printability: How suitable a 3D model is for successful 3D printing.

Supports: Temporary structures printed to hold parts of a model that cannot be printed safely on their own.

Scale: The size of a 3D model in relation to its original or intended dimensions.

Print settings: The parameters used to prepare a model for printing, such as layer height, speed, temperature and infill.



Practical Task

Inspect a model page and decide if there is enough information for a beginner to print it safely.

Mini tip: A screenshot is not proof of printability; a finished print photo and clear settings are stronger evidence.

5. Cults3D: Independent Marketplace for 3D Printer Files

Cults3D presents itself as an independent platform for 3D printer files and a digital marketplace for 3D printing and design. It includes free, open-source and paid models, and it covers formats such as STL, OBJ, 3MF, CAD, STEP, SCAD, DXF, DWG and SVG.

This platform is useful for beginners because it shows the marketplace logic clearly. A user can browse categories, download files, discover inspiration, follow designers and buy digital models. A creator can publish files and earn money when users buy them. The platform also positions itself as independent and self-financed. This is important because online platforms are not neutral spaces. Ownership, commission systems and business models affect creators and communities. Cults3D offers designers 80 percent of the net selling price, while the remaining commission covers platform and banking costs. The important teaching point is not the exact percentage alone, but the idea that selling digital models involves platform fees and terms.



Practical Task

Draft a Cults3D-style listing for a simple model.

Include:

1. title
2. short description
3. file formats
4. suggested technology
5. price or free mode
6. licence notes

Mini tip: When a platform pays creators, always check how the commission and terms work before publishing.

6. MyMiniFactory: Community Sharing and Paid Digital Files

MyMiniFactory is a platform where designers and makers can share, download and sell 3D printable files. It is useful because it combines community sharing, creator profiles, free objects, paid files and quality control.

MyMiniFactory uses the term Object for an upload containing files such as STL files and PDFs. A creator normally uploads the files, adds photos, writes a name and description, adds tags, chooses visibility, marks whether supports are needed, indicates whether the design is a remix, and selects licensing options. The platform recommends including a photograph of a finished print. This is important for teaching because it connects online publication with real fabrication. A model page should not only say that a file exists; it should help another person understand whether the file is printable.

MyMiniFactory can also be used commercially. Its creator guide describes a Sell STL Files option, although monetisation depends on creator account conditions. This helps learners understand that selling digital files may require specific account types, platform approval or subscription conditions.

On MyMiniFactory, publishing a model means creating a complete object page, not just uploading a file. A clear title, good images, a useful description, relevant tags, the correct licence and practical print notes all help other users understand the model and decide whether they can print, reuse or adapt it.



Key Concepts

Creator profile: A page that presents a creator, their models and other shared information.

Tags: Keywords added to a model to help users find and understand it.

Visibility: How easily a model can be found and seen by other users on the platform.

Remix: A new or modified version of an existing model, created according to the original licence and permissions.

Approval: A platform check or review that may be required before a model becomes publicly available.

Paid file: A digital model that users must purchase before downloading or using it.

Print photo: A photograph showing the physical object after the digital model has been 3D printed.



Practical Task

Prepare a MyMiniFactory-style object page for a simple model. Include title, description, tags, visibility, licence, support notes and a finished print photo plan.

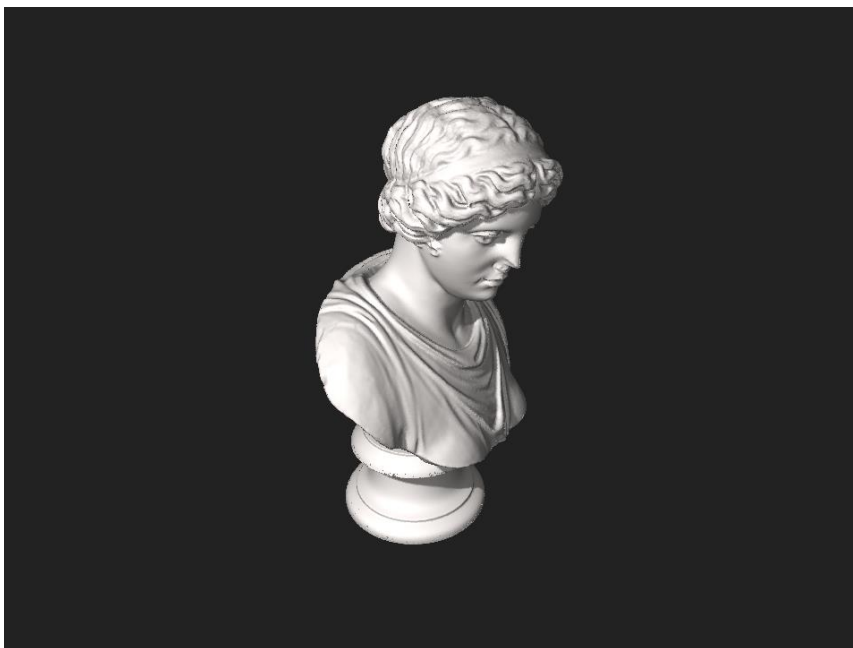
Mini tip: A model page should help another maker print with confidence.

7. Scan the World: Cultural Heritage, Access and Responsible Reuse

Scan The World deserves its own space in this module because it is not only a 3D printing repository. It is a cultural heritage initiative that uses 3D scanning and 3D printing to make objects of cultural significance more accessible to the public. In a standard model platform, the starting point is often a useful object, a decorative model or a creator's design. In Scan the World, the starting point is different: a cultural artefact, sculpture, monument or object that already has historical, artistic or social meaning. This means that the digital model is not simply a printable shape; it also represents a piece of cultural heritage.

Figure 6

3D model of a sculpture by Scan The World



Note. From 18-msr-bust-of-a-woman-2-10.stl [Photograph], by Scan The World, 2018, Wikimedia Commons (<https://commons.wikimedia.org/wiki/File:18-msr-bust-of-a-woman-2-10.stl>). Public Domain.

A digital 3D model can make heritage easier to explore. You may be unable to visit the original object, view it closely or touch it in a museum. A 3D model allows you to examine an object from different angles and, where appropriate, create a physical print that can support learning, comparison or tactile access.

However, being able to download a heritage model does not mean that it should be used without context. Before reusing one, ask:

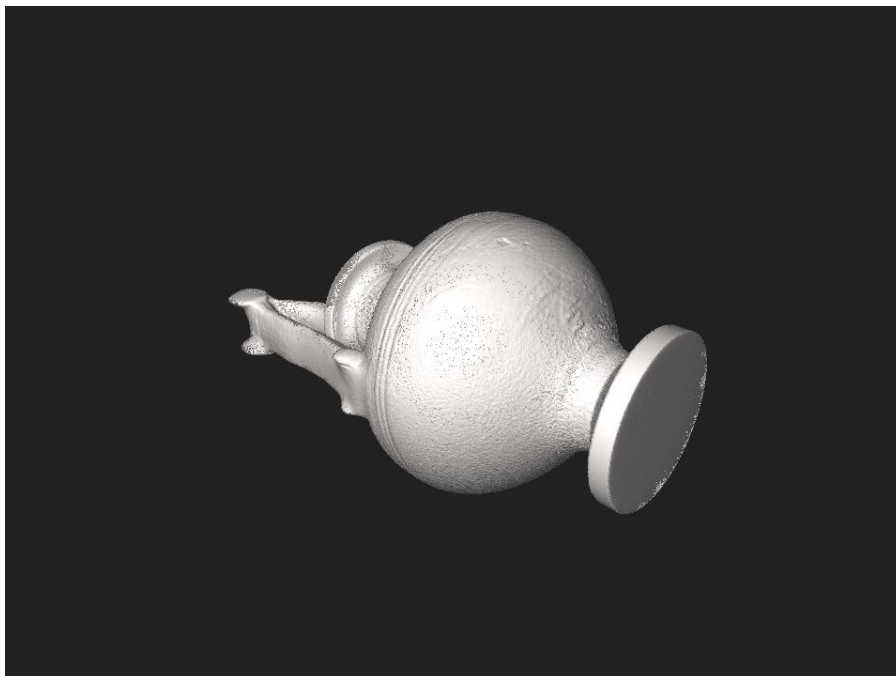
- What is the object and where does it come from?
- Who created, used or preserved it?
- What historical or cultural meaning does it have?
- What licence or rights information applies to the digital model?
- Does its reuse require explanation, attribution or additional cultural context?

There is also an ethical dimension. Some heritage objects may be sensitive because of religion, identity, colonial history, local memory or community ownership. Even when a file is technically downloadable, it may require careful explanation and respectful use.

For local projects, Scan the World can inspire a workflow: identify a local object or place, document its story, consider whether 3D scanning is appropriate, prepare metadata, choose a responsible platform, and publish the model together with context and attribution.

Figure 7

3D model of a vase by Scan The World



Note. From Vase-26030.stl [3D model file], by Scan The World, 2019, Wikimedia Commons (<https://commons.wikimedia.org/wiki/File:Vase-26030.stl>). Copyrighted free use with attribution.



Practical Task

Choose a Scan the World-style heritage object and prepare an educational reuse sheet containing:

- a title
- source
- cultural context
- licence
- possible classroom use
- required attribution
- risks of misuse
- one local connection

Mini tip: In heritage work, the story and the rights are as important as the geometry.

8. MakerWorld: Sharing Models and Print Profiles

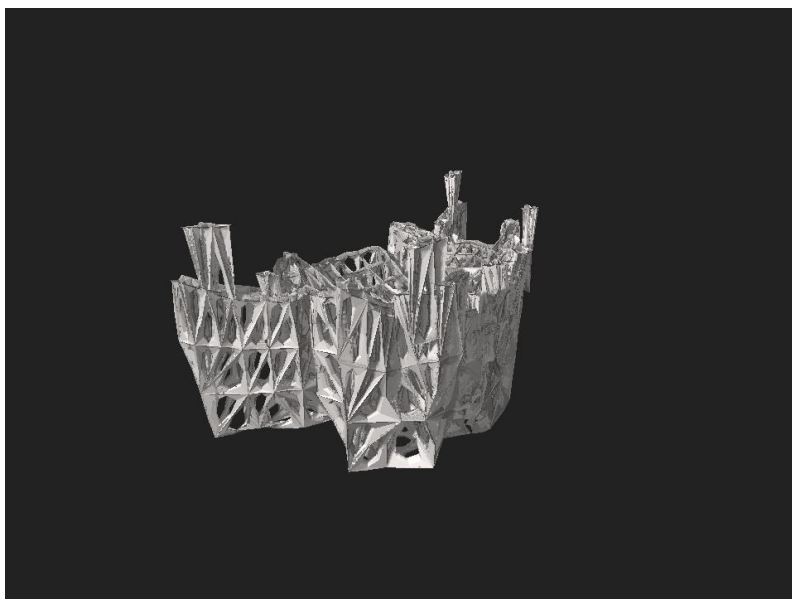
MakerWorld is Bambu Lab's platform for 3D models and print profiles. On the platform, you can encounter two main types of shared content. The first is the **3D model itself**: the digital shape of an object, usually accompanied by a title, description, category, tags, images and printing notes. The second is sharing a **print profile**. A print profile is a Bambu Studio 3MF file that can include model geometry together with settings used to generate G-code: object arrangement, orientation, slicing parameters, speed, strength, quality preferences, supports and other print choices.

This makes MakerWorld different from a basic STL download site. You may not always need to prepare every print setting from the beginning. A shared profile can provide a useful starting point based on settings another creator has already prepared or tested. However, you should still check whether those settings are suitable for your printer, material and intended result before printing.

A good MakerWorld-style publication should include photos of the printed result, clear settings and realistic notes. Sharing a print profile is a practical recommendation to other users, so it should be prepared with care.

Figure 8

Example of a 3D model with print support



Note. From 3D-Printsupport Suzanne Wireframe.stl [3D model file], by Mr N, 2018, Wikimedia Commons (https://commons.wikimedia.org/wiki/File:3D-Printsupport_Suzanne_Wireframe.stl). CC BY-SA 4.0.



Practical Task

Compare two imaginary uploads: one with only an STL and one with a tested 3MF print profile.

Decide which one is easier for a beginner and what risks remain.

Mini tip: A print profile shares decisions, not just a file.

9. Other Useful Platforms: Printables, Thingiverse and Sketchfab

Printables is a large 3D model platform connected with maker culture, contests, communities and free model sharing. It is useful if you who want to discover practical objects, compare print examples and understand how community platforms encourage participation.

Thingiverse is one of the classic 3D model repositories. It is often associated with open hardware and free sharing. Even if learners later use newer platforms, Thingiverse helps explain the history of online 3D printing communities.

Sketchfab is different because it focuses strongly on viewing and presenting 3D models online. It is not only a 3D printing repository. It is useful for showing how 3D models can be displayed, embedded, documented and connected with cultural heritage or portfolios.

Before choosing a platform, think about what you want people to do with your model. Do you want them to download and print it, modify it, discuss it with a community, purchase it, or explore it interactively online? Choosing a platform that matches this purpose makes the model easier to find and use in the way you intended.



Key Concepts

Community repository: An online collection where users can share, find and interact with digital files.

3D viewer: A tool that allows a 3D model to be viewed and explored interactively on a screen.

Model preview: A visual representation that lets users inspect a 3D model before downloading or using it.

Model sharing: Making a 3D model available to other users through an online platform.

Platform purpose: The main function a platform is designed to support, such as sharing, printing, selling or displaying 3D models.



Practical Task

Choose one object idea and decide whether it would fit better on Printables, Thingiverse, Sketchfab, MakerWorld, Cults3D or MyMiniFactory. Explain your choice.

Mini tip: Do not publish everywhere automatically; publish where the audience and format make sense.

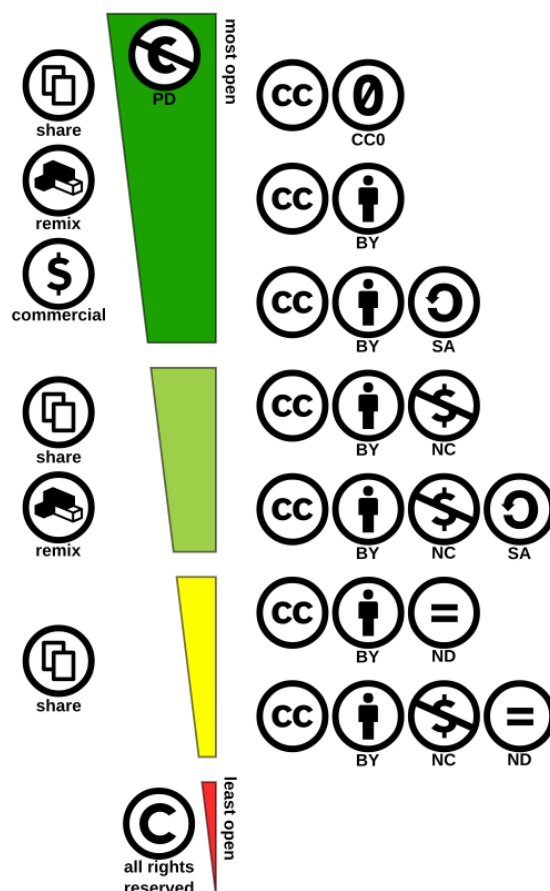
10. Licensing and Responsible Reuse

Licensing explains what other people can do with a model. A licence may allow downloading, printing, remixing, sharing, commercial use or only personal use. If no licence is clear, the safest assumption is that reuse is limited.

Creative Commons licences are common in educational and cultural contexts. They can require attribution, restrict commercial use, prohibit derivatives or require derivative works to use the same licence. You do not need to memorise every code, but you should understand the consequences. For 3D printing, the most common problem is confusing free download with free commercial use. A model may be free for personal printing but not allowed for sale as a printed product. Selling a print from someone else's file without permission can create intellectual property problems.

Figure 9

Diagram illustrating the spectrum of Creative Commons licenses



Note. From Creative commons license spectrum.svg [Vector graphic], by Shaddim, 2016, Wikimedia Commons (https://commons.wikimedia.org/wiki/File:Creative_commons_license_spectrum.svg). CC BY 4.0.

Responsible reuse also matters for cultural heritage. A scanned object may be legally downloadable, but still require context, attribution and sensitivity. Not every cultural object should be treated as decoration without explanation.



Key Concepts

Licence: A set of rules that explains how a digital file or creative work may be used, shared or modified.

Attribution: Giving proper credit to the original creator of a work.

Commercial use: Using a work or file for business purposes or financial gain.

Derivative work: A new work created by adapting, modifying or building on an existing work.

Creative Commons: A system of standard licences that allows creators to specify how others may use and share their work.

Rights statement: Information explaining the copyright or usage rights that apply to a work.



Practical Task

Read three model licences and decide whether each one allows personal printing, remixing and commercial sale of printed objects.

Mini tip: Free to download does not mean free to sell.

11. Preparing a Good 3D model Listing

A good listing helps another person decide whether to download, print or buy a model. It should be clear, honest and useful. The creator should not assume that the user already knows what the object is or how to print it.

The **title** should be descriptive. The **description** should explain the purpose of the object, how it was designed or scanned, what it can be used for, and any limitations. **Tags** should help search without becoming spam. Images matter. A finished **print photo** is stronger than a render. If the model has several parts, the listing should show them clearly. If assembly is needed, the listing should say so.

Print notes are very important: scale, material, supports, orientation, layer height, estimated time, and whether the print was tested. If a 3MF profile is included, the listing should explain what printer or slicer it was prepared for.

Figure 10

3D Printed Functional Prototypes



Note. From 3D printing functional prototypes.jpg [Photograph], by S. Lozova, 2018, Wikimedia Commons (https://commons.wikimedia.org/wiki/File:3D_printing_functional_prototypes.jpg). CC BY-SA 4.0.



Key Concepts

Title: The name of a model or project that helps users identify what it is.

Description: A short explanation of what the model is, what it is for and any important information about it.

Tags: Keywords that help users find a model through search or categories.

Photos: Images that show the model, ideally including the finished printed object.

Print notes: Practical information about how the model was printed, such as material, orientation, supports or important settings.

Tested print: A model that has already been successfully 3D printed and checked in practice.

Limitations: Known issues, restrictions or conditions that users should be aware of before printing or using the model.



Practical Task

Prepare a listing draft for a small useful object. Include title, description, tags, file format, licence, print settings and one warning or limitation.

Mini tip: A listing is part of the design; it teaches others how to use the file.

12. Presenting the Model or Product Well: Photos, Views and Visual Evidence

A model or product listing is judged visually before it is read. Good photographs and clear views help users understand the object, trust the creator and decide whether the file or printed product fits their needs. For digital 3D models, visual presentation should show both the design and the print result. A render can explain the shape, but a real printed photo proves that the model has been tested. If possible, include front, side, back and top views, plus one close-up of the most important detail.

For physical products, photographs should show the real item that the buyer can expect. Use natural light or soft light, a clean background, sharp focus and enough contrast. Avoid cluttered tables, dark shadows or filters that change the colour of the object.

Scale is important. A photo with a common reference object, a ruler, a hand, or the product in its real use context helps people understand size. This is especially useful for small accessories, organisers, replacement parts and decorative objects.



Key Concepts

Visual evidence: Images that show what the finished object actually looks like after printing.

Scale: Information or visual reference that helps show the real size of the object.

Views: Photographs taken from different angles to show the shape and important features of the object.

Close-up: A detailed photograph showing a specific part, surface or feature of the object.

Photo in use: A photograph showing how or where the finished object is used.

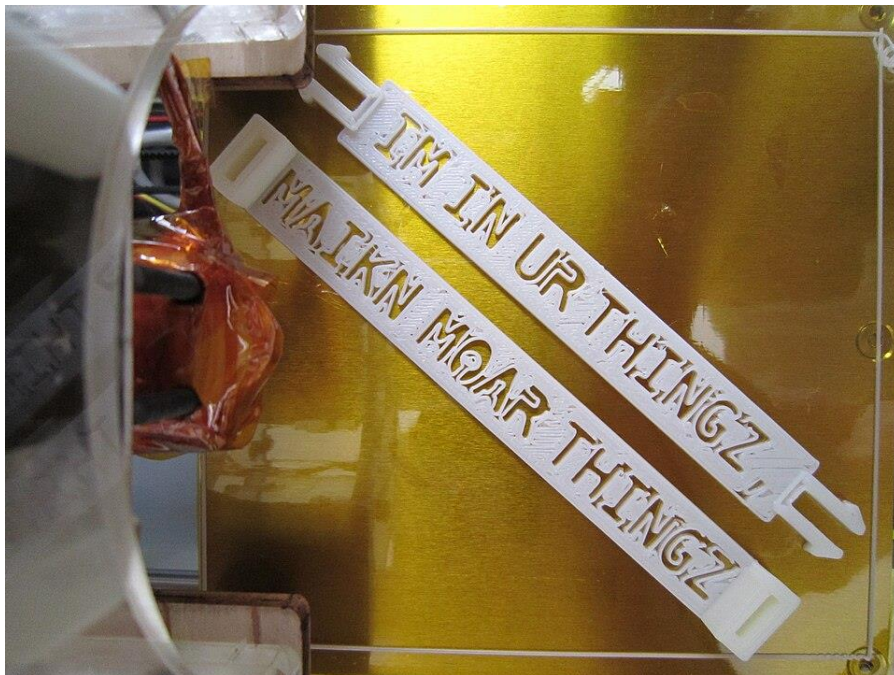
A good listing can include several types of images:

- main clean photo
- multiple angles
- close-up of texture or details
- photo in use
- size/scale photo
- photo of parts before assembly
- photo of the finished print or packaged item

The image should be honest. Do not hide weak surfaces, support marks, layer lines or assembly requirements. If a mark is normal for 3D printing, explain it. Good presentation is not pretending the product is perfect; it is making the product understandable.

Figure 11

Example of a finished printed object



Note. From LOLthing: Bracelet Edition (5836422828) [Photograph], by syvwlch, 2011, Wikimedia Commons (https://commons.wikimedia.org/wiki/File:LOLthing_Bracelet_Edition_%285836422828%29.jpg). CC BY 2.0.



Practical Task

Prepare a photo plan for one model or printed product. List at least six images: main photo, front view, side view, detail view, scale photo and use-context photo.

Mini tip: A good photo answers a question before the buyer or downloader has to ask it.

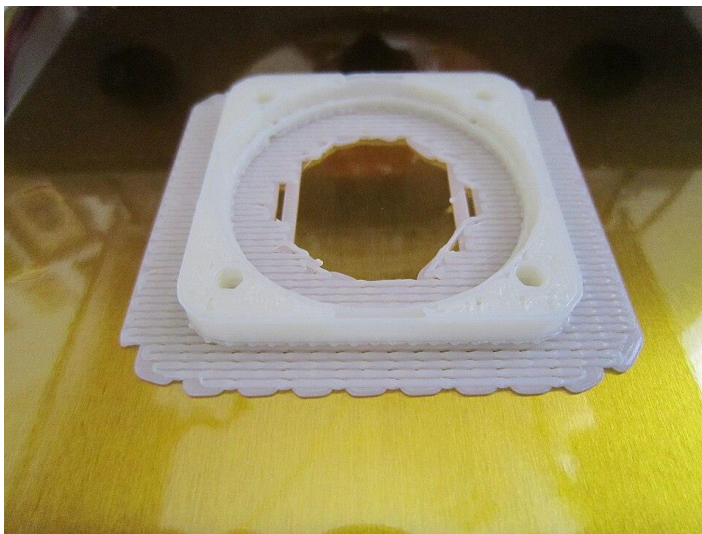
13. Selling Printed Physical Objects Online

Selling printed physical objects is different from selling digital files. The buyer receives a product, not only information. This means the seller must think about **quality**, **durability**, **finish**, **packaging**, **delivery** and **communication**. The seller also needs to check **intellectual property**. If the printed object is based on someone else's model, the licence must allow commercial use. If the model copies a brand, character, logo or protected design, selling it may be risky or prohibited.

Not every 3D printed object is suitable for sale. Objects that carry weight, touch food, are used by children, connect to electricity, or affect safety require special care. A beginner module should keep examples simple and low-risk. Good first examples might include small organisers, plant labels, simple decorative items, cable clips, custom name tags or educational manipulatives. Even then, the seller should inspect every print before offering it.

Figure 12

Example of a simple and low-risk product



Note. Photograph of a finished 3D printed operator coin holder. From Operator Coin Holder (5829958342) [Photograph], by syvwlch, 2011, Wikimedia Commons (https://commons.wikimedia.org/wiki/File:Operator_Coin_Holder_%285829958342%29.jpg). CC BY 2.0.



Key Concepts

Quality control: Checking a finished product to make sure it meets the expected standard and works as intended.

Intellectual property: Legal rights connected to creations, designs and other original work.



Practical Task

Choose one simple printed object and decide whether it is suitable for online sale. Explain possible risks and quality checks.

Mini tip: If a printed object can fail in a way that hurts someone, it is not a beginner selling project.

14. Etsy, Wallapop and Other Marketplaces

Etsy is a marketplace focused on handmade, creative, vintage and personalised goods. For 3D printed items, it can be useful when the product is original, well photographed, clearly described and connected to a niche audience. An Etsy listing normally needs strong photos, a clear title, category, price, quantity, description, shipping information and shop policies. Sellers also need to understand fees, messages, delivery times and customer expectations.

Wallapop is more local and informal. It can be useful for selling nearby, arranging pickup, testing local interest or offering simple custom pieces without building a full online shop. The local nature changes the logistics: communication and meeting arrangements matter more than international shipping.

eBay and other broad marketplaces can be used as comparison. They may reach larger audiences, but they also bring more competition and a stronger need for clear product positioning.



Key Concepts

Listing: A page or entry that presents a product for sale, including its description, price, photos and other relevant information.

Local sale: Selling a product directly to customers in the local area.

Shipping: Sending a product to a customer using a postal or delivery service.

Pickup: An arrangement where the customer collects the product in person.

Platform fee: A charge taken by an online platform for using its selling or payment services.



Practical Task

Activity: compare Etsy and Wallapop for one printed object.

Which is better for the first sale and why?

Mini tip: Choose a marketplace according to how the product will reach the buyer.

15. Pricing, Quality and Customer Expectations

A price should not only include filament. It should consider print time, failed prints, electricity, packaging, platform fees, design time, post-processing, messages and delivery. Beginners often underprice because they only calculate material.

Quality control is also essential. Before selling, the maker should check layer adhesion, sharp edges, weak parts, surface defects, correct dimensions and whether the object matches the listing photos. For custom orders, the seller should confirm size, colour, text, deadline and limits before printing. A written message trail helps avoid misunderstandings.

Customer expectations must be realistic. A 3D printed part may show layer lines. Colours may vary. Small imperfections may be normal, but they should not be hidden if they affect the product. Honest descriptions reduce problems.



Key Concepts

Pricing: Deciding how much to charge for a product or service based on costs, value and other relevant factors.

Margin: The amount remaining after the costs of producing or selling a product are deducted from its selling price.

Quality check: Inspecting a finished print to make sure it is complete, safe and suitable for its intended use.

Post-processing: Work done after printing, such as removing supports, sanding, cleaning, painting or assembling parts.

Custom order: A product made or adapted according to a specific customer's request.



Practical Task

Estimate the price of a simple printed item using material, time, packaging and platform fee categories.

Mini tip: A fair price includes the work you do before and after the printer runs.

16. Final Activity: Create a Responsible 3D Model Publishing Plan

The final activity brings together both routes. Learners plan how to publish a 3D model online and then decide whether a printed version could also be sold. The aim is not to launch a real shop during the session. The aim is to understand the complete decision chain from digital design to responsible online sharing.

Project sheet

Project element	What to create or keep in mind
Name of the model	Give your 3D model a clear and recognisable name.
Purpose	Explain briefly what the model is for and how it could be used.
Target audience	Keep in mind who may want to download, print or use the model.
Platform chosen for the digital file	Choose a suitable platform for sharing the digital model and consider why it fits your purpose.
File format	Choose an appropriate file format, such as STL, OBJ or 3MF.
Licence	Decide how other people may use, share, modify or commercially reuse the model.
Title	Create a clear title for the model page.
Description	Write a short description explaining what the model is, what it does and any important information users should know.
Tags	Add relevant keywords that would help other users find the model.
Photo plan	Decide which images or views would show the model clearly and honestly.
Print settings	Include useful printing information, such as material, scale, orientation, supports or important settings.
Risks	Identify any known limitations, safety issues or important conditions users should know about.
Improvement for a second version	Decide whether a printed version of the model could also be offered as a product.

Optional physical product sheet

Project element	What to create or keep in mind
Marketplace or sales route	If selling the printed object, choose where or how it could be offered, for example through an online marketplace, local sale or pickup.
Buyer profile	Keep in mind who might want to buy the finished product and why.
Price estimate	Estimate a suitable price while considering material, printing time, failed prints, post-processing and other costs.
Product photo plan	Decide how you would photograph the finished print, including different views, close-up photo showing it in use.
Quality check	Decide what should be checked before the finished product is given or sold to another person.
Packaging or delivery	Consider how the product could be protected and safely delivered or collected.
Intellectual property check	Confirm that the licence and other rights allow the intended use, especially if the product will be sold.
Customer message	Prepare a short message that could be used to answer a customer question or provide product information.
Reason for selling or not selling	Decide whether you would sell the printed version and briefly explain your reason.
Improvement	Identify one thing you would improve before publishing or preparing a second version.
Saving	Name your file and save the completed publishing plan.

Mini tip:

Publish slowly: check the file, the licence, the description and the audience before making it public.

17. Digital Wellbeing Tip



Digital Wellbeing Tip

Do Not Let Technology Replace Every Conversation

Digital communication makes it easier to stay in contact, but some conversations can feel clearer and more personal when they happen face to face or by speaking directly.

Try this: When appropriate, replace one long exchange of messages with a conversation in person or a phone call.

Reflection question: Are there situations where you prefer speaking with someone directly rather than communicating through messages?

18. Basic glossary

3MF: 3D file format that can store more information than a basic STL, including project or print settings in some workflows.

Attribution: giving credit to the original creator or source.

Commercial use: using a file or object to earn money or support a sale.

Commission: percentage or amount a platform keeps from a sale.

Creative Commons: a family of licences used to define how works can be reused.

Digital marketplace: platform where digital files can be sold.

Listing: public product or model page with title, description, photos and details.

OBJ: 3D file format that can contain geometry and sometimes material data.

Print profile: file or project that includes slicing and printing settings for a model.

Repository: online library or collection of files.

Remix: new work based on an existing model.

Scan: digital capture of a real object, often used in cultural heritage projects.

STL: common 3D printing file format that describes model geometry.

Tags: keywords used to help users find a model or product.

19. Module closing

Online platforms allow 3D printing projects to travel beyond one classroom, workshop or computer. A model can become a shared learning resource, a community contribution, a cultural heritage object, a paid digital file or a physical product. The most important skill is not opening many accounts. The important skill is choosing the right route and acting responsibly: check the file, explain the model, respect licences, credit sources, protect cultural meaning and be honest about quality.

After this module, you should be able to compare platforms, prepare a basic model listing, understand the difference between sharing digital files and selling printed objects, and plan a responsible publication workflow.

Mini tip: The platform is only the final step; the real work is preparing something worth sharing.

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