



**We learn by
making
things.**

MAGIC Center | MAGIC Spell Studios

RIT's MAGIC Center is a digital sandbox for students and faculty who are passionate about pushing the boundaries of technology, art, and design. Founded in 2013, MAGIC the RIT Center for Media, Arts, Games, Interaction & Creativity is two distinct entities housed in MAGIC Spell Studios, which opened in 2018. Here, we pursue our mission of learning, research, entrepreneurship, commercial, and economic development and exhibition.

MAGIC Center promotes the RIT's academic mission by capitalizing on the energy, synergy, and convergence of multiple academic programs across the digital media spectrum through project-based course work, faculty research, and scholarship.

MAGIC Spell Studios is the entrepreneurial and commercial heart of MAGIC and supports the entrepreneurial ambitions of RIT students and faculty who seek to publish and distribute games, films, and interactive experiences, or to start their own digital media studios. With student and faculty talent covering all aspects of media production and design, we also serve as a for-hire studio. MAGIC Spell Studios provides unique facilities that are open for business in film, games, and interactive media design. This activity spans the physical studio and post-production areas to spaces in our Collaborative Partner Suite, which are available to host companies for long-term engagements.



MAGIC Center Highlights

MAGIC's state-of-the-art spaces enhance experiential education, allowing us to deliver a hands-on curriculum, utilizing industry-standard hardware and software platforms in game design, 2D and 3D animation, film, and digital design. These facilities, along with equipment are also available for rentals.

MAGIC is a 52,000-square-foot facility featuring

- **4K** Dolby Atmos-Certified Wegmans Theater
- **7,000** Square-foot Sound Stage (Level 2 NYS QPF)
- Color Correction and Sound Mix Post-Production Studios
- Collaborative Partner Suite
- XR Lab



Examples of Work Created at MAGIC

In-Residence Production: That Damn Goat

That Damn Goat is a party game where chaos reigns, frustrations mount, and everything you think you know about your situation is instantly thrown out of whack by a head-butting goat with magical powers. That Damn Goat is a faculty-led and student-developed project that mimics standard industry production practices and methodologies to provide a best-in-class student experience. The multi-disciplinary project is expected to span multiple years and cohorts of student talent with a 2023-anticipated release on the Nintendo Switch.

Research Highlight: Virtual Production

Made famous most recently by the Disney+ series, "The Mandalorian," virtual production is the current revolution in film and media production, representing the deployment of extensive computer-generated graphics, 3D art, motion capture, and real-time rendering via game engines. RIT boasts alumni and partnerships from Epic Games to The Third Floor and most of the major Hollywood studios pioneering these technologies. We are building collaborations between RIT's art and engineering faculty to contribute to the teaching and research of these new techniques.

Initiative Highlight: Frameless Labs

Frameless Labs brings attention to research, innovation, and artistic creation in the fields of virtual and augmented reality. By providing symposia and an online space for the extended reality (XR) community to collaborate, Frameless Labs supports the growth of existing ventures, inspires innovative new projects and

technologies, and serves to connect ideas in academia and the external community of XR thought leaders. Frameless Labs is a dedicated center of excellence for fostering ideation in emerging immersive experiences.

Digital Game Hub

In 2015 RIT was named a Digital Game Hub by Empire State Development. In 2019, this grant was renewed with increased funding and a Center of Excellence designation establishing a solid foundation for long-term growth through outreach and community building activities and increase the economic impact of games and the games industry on New York state. Resources and mentoring encourage students and indie developers to enter the growing games industry, foster innovation, and create collaborative activities that spur new games and start-up companies in New York state. MAGIC offers two unique programs to support students and indie game developers:

- The MAGIC Maker Program provides students with the funding and support to manage their own digital media (games, film, digital media, interactive experiences, digital design and more) projects and prepare them for publication and investment-readiness.
- The Community Incubator Program assists indie developers in Rochester who are developing IP for commercial release. Utilizing a spectrum of resources, MAGIC helps recipients in all forms of developing and publishing their game.