



MAGIC Spell Studios announces the call for proposals Fall 2020 Maker program: Prototype Edition

A longstanding goal of the MAGIC Maker program has been to provide students with the funding and support to manage their own digital media projects and prepare them for publication and investment readiness.

At MAGIC, our goal and commitment to mentoring and supporting students has not changed, but our strategy for achieving it for the fall 2020 semester has. As we navigate the impact of new health and safety protocols associated with the COVID-19 pandemic, the MAGIC team has decided to adjust our attention for the upcoming term. Like the rest of campus, our spring semester residency Maker program transitioned to a remote experience in March, and our entire summer residency has operated remotely as well. Neither of these scenarios have been ideal for us or for our teams, and so we are proactively pivoting for this fall.

The MAGIC Makers program for Fall 2020 will focus explicitly on supporting prototype development for teams interested in applying for a return to the full residency Maker program in the spring of 2021. MAGIC will provide seed funding (up to \$1000 per team) and project mentorship for fall teams who would like to polish their prototype for submission to future Maker installments in the spring of 2021 and beyond. A well-crafted prototype has always been a key for gaining acceptance to the Makers program and so this fall experience will be structured to provide direct assistance to teams hoping to earn future funding.

ELIGIBILITY:

You (and each member of your team) must be enrolled with a full-time course load for the fall semester at RIT.

WHAT DO I NEED TO APPLY?

All teams interested in applying should prepare the following materials:

1. **Written project abstract** (no longer than 1 page!) - what do you want to make and why?
2. **Project treatment/supporting materials** - the following lists are not comprehensive nor are all elements mandatory, but please include as much as you can to best describe and sell your idea.
 - a. Films - synopsis, rough script, storyboards, animatic, concept art
 - b. Games - synopsis, narrative, core game loop, concept art
 - c. Other digital media - synopsis, concept art/design, layout

3. **Video project pitch** (no more than 2:30 in length) - show us your passion for your project and sell your idea, be creative! Consider:
 - a. What is it? What is your inspiration?
 - b. What are the most important attributes/components of your project? As examples: “our game is all about fast-paced combat,” “our game is about emotionally-driven dialog,” “our film is about creating a sense of loneliness in space,” etc.
 - c. What is the competitive landscape for what you are making? Reflect on and list what games are your closest comparisons: what do they do well, what strategies they employ, and how the genre may have evolved.
 - d. What about your project is unique? Think about how it will stand out (i.e. what’s the twist, unique mechanic, need or niche it fills?).

HOW TO SUBMIT PROJECT MATERIALS:

- Send an e-mail to jpvmagic@rit.edu so that John Veneron (the program administrator) can create a MyShare folder for you.
- You will be given instructions via e-mail on how to access your folder. Once your folder is ready, you may upload any supporting materials and documents you choose to include in your submission.
- Please clearly label everything:
 - We suggest a projectname_description format. For example: teampurple_makervideo, teampurple_conceptart, teampurple_submissiondoc, etc.

Send a final e-mail confirming your submission to John Veneron at jpvmagic@rit.edu.

WANT FEEDBACK BEFORE YOU SUBMIT?

You may schedule a 15-30-minute appointment (these will be held via video conferencing) with our Digital Games Hub Associate and Producer in Residence, John Veneron, at jpvmagic@rit.edu. Come to your appointment with submission materials in their current state of development and John will give you feedback to ensure you are on the right track.

KEY DATES:

- Submissions are due Friday, July 24 by Noon
- Students finalists will be notified of their status by Friday, July 31 with a request to schedule a follow up interview (via videoconferencing). Next steps will be communicated at that time.
- Fall MAGIC Maker Program begins: Wednesday, August 19
- Fall MAGIC Maker Program concludes: Tuesday, November 24

KEY CHANGES:

- This opportunity will not be a full-time experience, therefore, it is not co-op eligible.

- This opportunity is not an employment relationship - all associated activities will be 'opt-in' for the student
- Participants will be encouraged to work regularly with the MAGIC staff and production coaches during the semester, but no obligation for minimum hours will be monitored
- Up to five \$1,000 seed awards (one per submitted project) will be provided. The fall 2020 Maker stipends are intended to help with project costs required of the prototypes
- Students will have the opportunity to work in the MAGIC lab (if permitted under social distancing requirements) or remotely if preferred. Students will be supported with required hardware and software from MAGIC

It is our plan at this point in time to offer a spring semester full-time residency program. For the fall of 2020, we hope that this intentional time devoted to developing a strong prototype will give participants a head start on their submissions for the spring semester program. *Please note: acceptance in the Fall 2020 program does not guarantee acceptance to future full-time residency Maker programs.*

Have questions or need more information? Contact John at jpvmagic@rit.edu.

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