Announcing the call for proposals for spring 2020 Maker Program

The goal of the MAGIC Maker program is to provide 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.

This unique opportunity also offers you the opportunity to earn experience equivalent to co-op credit.*

THE FINE PRINT:
- All members of your core team must be current full time students in good standing at RIT to participate in the program and receive funding.
- Funding will be provided in the form of a stipend intended to cover the full semester’s effort for each awarded team (up to $10,000 per project).
- Preference will be given to concepts and teams that cross disciplinary boundaries.
- Your project idea must be DIGITAL in nature (i.e. film, game, app, service, experience, etc.).
- You will submit project deliverables at the program’s end for review. Details specific to your project and plan will be established upon admission.

*With the permission of your home academic department, you may have some portion of the co-op requirements for your degree waived upon successful completion of the MAGIC Maker program (note: you don’t have to earn a co-op waiver to participate; it is an option and yours to pursue if interested/applicable). You must meet with your academic advisor to determine how this fits your plan of study.

WHAT DO I NEED TO APPLY?
In the world of digital media production, prototypes and creative pitches are how projects are greenlit. With that in mind, we are asking you to submit the following:

1. Prototype (i.e. demo, app, trailer of the film, game, or digital media you are creating)
2. Submission Materials:
   2a. Video (a < 2min. creative description of the project and how the team plans on expanding on that during the program):
      - Tell us about what you are making. Consider:
        - What is it? What is your inspiration?
        - 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.
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 has evolved.

What about your project is unique? Think about how it will stand out (i.e. what’s the twist or unique mechanic?).

What will your final deliverable look like? Describe how you will use the MAGIC Maker program to develop your project.

2b. Document (1-2 pages - the logistics and challenges associated with the project):

- What are your creative goals?
- Explain what you and your team hope to learn from this experience. Consider:
  - How do you define success?
  - How are you going to evaluate and measure your growth? How will you know if you are successful?
- What are the risks associated with your project?
  - What are the key milestones? Identify your top risks to achieving these. Reflect on your potential deficiencies, missing skillsets, scope, and creative challenges.
- What is the timeline and scope of your project? Consider:
  - What can you realistically execute over the duration of the Maker program?
  - What are your long-term plans for the project?
- What kind of mentorship support are you seeking? If you have worked with faculty on this project; who are they and are they willing to continue working with you in this capacity?
- List the personnel who will be participating in the project. Please provide:
  - Their year and major/school.
  - Their full legal name.
- Bulleted list of software and hardware you are seeking to assist with product development, testing, etc.

Optional: If your project is nearing completion at the time of your submission and your goal is to publish it, explain what your plan is for distribution and marketing.

KEY DATES:
Submissions are due by Friday, November 1, 2019 at noon.
- Awarded teams/projects will be notified by Friday, November 8, 2019
- Spring MAGIC Maker program begins: Monday, January 13, 2020
- Spring MAGIC Maker program ends: Friday, May 8, 2020

HOW TO SUBMIT:
We no longer accept Google Drive submissions!

Please follow the new process:
- Once your materials are prepared send an e-mail to ipvmagic@rit.edu so that John Veneron, our Production Associate, can set up a MyShare folder for you.
• You will be notified by e-mail with instructions on how to access your folder. Once your folder is ready, upload your prototype, video, submission document, and any other supporting materials you choose to include.
• Please clearly label everything:
  o We suggest a projectname_description format). For example:
    teampurple_makervideo, teampurple_conceptart, teampurple_submissiondoc, etc.
• Send an e-mail confirming your submission to John Veneron at jpvmagic@rit.edu
• Note: MAGIC may reach out to your team with more questions during the week of November 4th.

WANT FEEDBACK BEFORE YOU SUBMIT?
Please schedule a 15-30-minute appointment (in-person preferred, but video conference may be used if necessary) with our Production Associate, John at jpvmagic@rit.edu. Come to your appointment with your submission materials in their current state of development and John will give you feedback to help ensure you are on the right track.

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