

# RIT | Media, Arts, Games, Interaction and Creativity **MAGIC Spell Studios**

In 2015, we were recognized by Empire State Development as a Digital Game Hub, along with RPI and NYU. For the first few years of our funding, our primary focus was to raise awareness about the Rochester games community and support our RIT student game developers. Now, with a solid foundation and some additional resources, we are ready and excited to lend our support to Rochester independent game developers. We are excited to extend our reach and support beyond the RIT campus and assist local projects with funding, mentorship, and publishing.

We are therefore excited to announce our first call for submissions for the “MAGIC Community Incubator”. This unique opportunity allows individuals who are not currently students, staff, or faculty at RIT the access to funding, a broad network of game industry professionals, and your own space in the newly opened MAGIC Center, working alongside students, faculty, and industry professionals.

## **WHAT IS IT:**

The intention of the Incubator program is to assist indie developers in Rochester who are developing IP for commercial release. Utilizing a spectrum of resources, MAGIC intends to help recipients in all forms of developing and publishing their game.

## **WHAT DO I NEED TO APPLY?**

In the world of digital media production, prototypes and creative pitches are how projects are greenlit. With that thought in mind, we are asking you to submit the following:

**1. Game demo** (i.e. a playable version of the game) Give us the ability to play your game. Please be sure to include any special instructions for running your game along with a summary of gameplay controls. Please build for PC/Windows.

### **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 game is exploring the combination of these two game mechanics.”
  - What is the competitive landscape for what you are making? Consider: what games are your closest comparisons, what they do well, and what strategies they employ.
  - What about your project is unique; how will it stand out (i.e. what’s the twist, mechanic, etc.)?

- What will the final product look like? Describe how you will use the MAGIC Incubator program to develop your project and how what we are offering will help you achieve your final product.

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

- What are your creative goals?
- What are the risks associated with your project?
  - Given what you hope to achieve with your project, what are the key milestones? Identify your top risks to achieving these. Consider your deficiencies, missing skillsets, and scope.
- What is the timeline and scope of your project? Consider:
  - What do you think you can realistically accomplish over the duration of the Incubator?
  - What are your long-term plans for the project?
- How do you plan to utilize funding?
  - Are you planning to pay your current team? Hire more people for your team?
  - How would your game benefit from funding?
- What is your marketing plan?
  - How are you building a community around your game?
  - Do you have a current marketing and promotion plan?
  - What is your publishing plan?
- What kind of mentorship support are you seeking?
  - What blind spots does your team have that would benefit from mentorship?
- List the personnel who will be participating in the project. Please provide:
  - Their full legal name.
  - Their role on the team.
- Bulleted list of software and hardware you are seeking to assist with product development, testing, etc.

**(Optional):** If your project is in a state where it is almost complete 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 due: Friday, November 1<sup>st</sup>
- Decisions sent: Friday, November 8<sup>th</sup>
- Incubator start: Monday, November 11<sup>th</sup>

**HOW TO SUBMIT:**

- Once you're ready with your prototype and submission materials, send a zipped folder to [rob@magic.rit.edu](mailto:rob@magic.rit.edu) via Google Drive, Dropbox, or another file sharing service. Please make sure sharing is enabled so we can access it!
- Please clearly label everything.
  - We suggest a projectname\_description format). For example: teampurple\_makervideo,

teampurple\_conceptart, teampurple\_submissiondoc, etc.

- Send an e-mail confirming your submission to Rob at [rob@magic.rit.edu](mailto:rob@magic.rit.edu)

Interested in receiving feedback prior to your submission? Please schedule a 15-30 minute appointment (video conference may be used if necessary) with our Digital Games Hub Coordinator at [rob@magic.rit.edu](mailto:rob@magic.rit.edu). Then, come to your appointment with your submission materials in their current state of development where Rob will give you feedback to help ensure you are on the right track.

**Have questions or need more information? Contact Rob at [rob@magic.rit.edu](mailto:rob@magic.rit.edu).**

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