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

Announcing the call for proposals for
Spring 2021 MAGIC Maker Program

The goal of the MAGIC Maker program is to provide students with the funding and support to manage their own digital media projects (games, film, digital media, interactive experiences, digital design, etc.) and prepare them for publication and investment-readiness. This unique opportunity also offers students the opportunity to earn co-op credit.*

THE MISSION:
The key differentiator for a place like RIT is a focus on student creativity, innovation and entrepreneurism: students should be prepared for varied career paths, including start-ups and exploratory ventures. RIT is committed to providing not only top-quality academic programs, but also the experiences that will help prepare students to face unique professional challenges and to thrive in new commercial opportunities. The MAGIC Maker program is funded to help students earn practical experience equivalent to co-op by working in multidisciplinary teams on projects that lead to start-up activities and commercial publications in digital media.

*Below you will find details for our **Spring 2021** semester process:*

THE FINE PRINT:
- All members of the project's 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 a maximum of $10,000 per project).
- Preference will be given to concepts and teams that cross disciplinary boundaries.
- The project idea must be DIGITAL in nature (i.e. film, game, app, service, experience, etc.).
- Participants will submit project deliverables at the program's end for review. Details specific to each project will be established upon admission.

*With the permission of your home academic department, the MAGIC Maker program qualifies as an entrepreneurial co-op at RIT and may be used to satisfy degree co-op requirements. You must meet with your academic advisor to determine how this fits your plan of study. Regardless of whether the co-op is needed to fulfill degree requirements, students accepted as full-time in MAGIC Makers will register for co-op credit to formalize their participation.

MAGIC Maker Program
Call for submissions-Spring 2205

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 – the demo, app, trailer/treatment of the film, game, or digital media you are creating

2. Supporting Submission Materials:

2a. Video – 2 minute (or shorter) video description of the project and how the team plans on expanding that during the program:

- Describe 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/films/media are your closest comparisons: what do they do well, what strategies do they employ, and how has the genre evolved.
    - What about your project is unique? Think about how it will stand out (i.e. what's the twist or unique mechanic?).
- Describe your final deliverable. How will you use the MAGIC Maker program to develop your project?

2b. Document – 2 pages (or shorter) detailing 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?
    - Consider your key milestones and deadlines: what stands in the way? Reflect on your potential deficiencies, missing skillsets, scope, and creative challenges.
- What is the timeline and scope of your project? Consider:
    - What are your priorities?
    - What can you realistically execute over the duration of the Maker program?
    - Do you have any other long-term plans for the project?

- What kind of mentorship support are you seeking? If you have worked with faculty, who are they and have they expressed a willingness to continue working with you?
- List the RIT students* who will be participating in the project and program. Please provide:
  - Their year and major/school.
  - Their full legal name.
- Bulleted list of software and hardware you will need 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.

*For non-RIT students contributing to your team, you should list their names and roles on your project.

KEY DATES:
Submissions are due by Sunday, December 13 at 11:59PM.
- Selected teams will be notified of their finalist status by Monday, December 14. Finalists must be available for interview December 15-18, after which they will be notified of their acceptance into the program.
- Spring MAGIC Maker program begins: Monday, January 11, 2021*
- Spring MAGIC Maker program ends: Wednesday, May 5, 2021*
*Please note: spring program start and end dates are subject to change based on the spring academic calendar.

HOW TO SUBMIT:

When you are ready to submit your project for evaluation:
- Send an e-mail to rob@magic.rit.edu so Rob Mostyn 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, you may upload your prototype, video, submission document, and any other supporting materials you choose to include.
- **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 mostyn at rob@magic.rit.edu

WANT FEEDBACK BEFORE YOU SUBMIT?

You may schedule a 15-30-minute appointment (in-person or via Zoom) with Rob Mostyn, at rob@magic.rit.edu. Come to your appointment with submission materials in their current state of development and Rob will give you feedback to ensure you are on the right track.

Have questions or need more information? Contact Rob at rob@magic.rit.edu**.**
The MAGIC Maker program is made possible through the generous financial support of individual members of the RIT Board of Trustees and is supported programmatically by the RIT MAGIC Center.

Funding Guidelines
Funding for individual MAGIC Makers projects is available at the following levels:

For students participating in the program* **full-time** for a given semester (>35hrs/wk in Makers for full duration of the academic semester), a Maker stipend payment of $5000 per team member and $10,000 maximum per team will be paid.

For students participating in the program **part-time** for a given semester, while simultaneously taking a normal academic load of classes (<20hrs/wk in Makers for full duration of the academic semester), a Maker stipend payment of $3000 per team member and $10,000 maximum per team will be paid. Students participating in Maker projects which are also part of their program academic requirements (capstone, thesis, or research/production studio projects) will be eligible for $3000 per team member for the full academic semester. Project team members who are not currently-matriculated RIT students are not eligible for direct funding from MAGIC and are excluded in determining the funding awards against the above guidelines.

Students in the Maker Program will be at-will employees of RIT and will be paid in the form of a stipend. The total amount received will be divided into payments (per team member) and paid out throughout the semester as determined by the RIT payroll schedule.

Example Funding Scenarios:

Program Enrollment Status	Award
2 RIT Full Time Participants	$10,000
1 RIT Full Time; 1 RIT Part Time	$8,000
3 RIT Part Time	$9,000
1 RIT Full Time for Thesis/Capstone	$3,000
1 RIT Full Time; 3 Non-RIT Participants	$5,000

*Participating students are considered to be any RIT students, specifically, who are enrolled in the program.