Announcing the call for proposals for Summer 2020 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 (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 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 Summer 2020 semester process:

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 a maximum of $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

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1. **Prototype** – the demo, app, trailer of the film, game, or digital media you are creating

2. **Submission Materials:**

2a. **Video** – 2 minute (or shorter) video description of the project, creative direction, and how the team plans on expanding on 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 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?).

- 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 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.

*For non-RIT students and other developers, you may list just their names and roles on your project.

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KEY DATES:
Submissions are due by Wednesday, March 11, 2020 by 11PM.

- **Note:** This is during spring break, so consider logistics about timing and delivery of your materials.
- Teams will be notified of their finalist status by Friday, March 13, 2020. Finalists must be available for interview the week of March 23, after which they will be notified of their acceptance into the program.
- Summer MAGIC Maker program begins: Thursday, May 14, 2020
- Summer MAGIC Maker program ends: Friday, August 14, 2020

HOW TO SUBMIT:
We longer accept Google Drive submissions!

When you are ready to submit your project for evaluation:

- Send an e-mail to jpvmagic@rit.edu so that John Veneron (the program administrator) 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 John Veneron at jpvmagic@rit.edu

WANT FEEDBACK BEFORE YOU SUBMIT?
You may schedule a 15-30-minute appointment (in-person preferred, but video conference may be used if necessary) 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.

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

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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:**

<table>
<thead>
<tr>
<th>Program Enrollment Status</th>
<th>Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 RIT Full Time Participants</td>
<td>$10,000</td>
</tr>
<tr>
<td>1 RIT Full Time; 1 RIT Part Time</td>
<td>$8,000</td>
</tr>
<tr>
<td>3 RIT Part Time</td>
<td>$9,000</td>
</tr>
<tr>
<td>1 RIT Full Time for Thesis/Capstone</td>
<td>$3,000</td>
</tr>
<tr>
<td>1 RIT Full Time; 3 Non-RIT Participants</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

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

**Have questions or need more information? Contact John at** [jpvmagic@rit.edu](mailto:jpvmagic@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.*