

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

The RIT MAGIC Center is pleased to announce a call for submissions for its fall Maker program. This unique opportunity allows you to earn experience equivalent to co-op credit* for graduation while focusing entirely on your own start-up project in games, film, digital media, interactive experiences, or digital design. This program also provides you your own space in the newly opened MAGIC Center for the fall, working alongside other students and faculty. The MAGIC Maker program replaces our former Co-Up program, while retaining all the major mentorship and student support elements.

THE MISSION:

The key differentiator for a place like RIT is a focus on student creativity, innovation and entrepreneurship: 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 fall 2019 semester process:

THE FINE PRINT:

- All members of your team must be current *full time* students in good standing at RIT to participate in this 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 about 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 thought 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.”
 - 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 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/process. 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?
 - 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 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 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 are due by Friday, July 19, 2019 at noon.

- Awarded teams/projects will be notified by Friday, July 26, 2019
- Fall MAGIC Maker program begins: Monday, August 26, 2019

MAGIC Maker Program

Call for submissions-Fall 2191

- Fall MAGIC Maker program ends: Friday, December 6, 2019

HOW TO SUBMIT:

We are no longer accepting Google Drive submissions! Please follow the new process:

- Once you're ready with your prototype and submission materials, send an e-mail to jpvmagic@rit.edu so that John, our Producer-in-Residence, can set up a My Share folder for you.
- You will be notified by e-mail once the folder is set up with instructions on how to access. Once it is, you may upload your prototype, video, submission document, and any other supporting materials you choose to provide.
- 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
- **Note:** MAGIC may reach out to your team with more questions during the week of July 22 – 26.

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 Game Hub Associate and Producer-in-Residence, John Veneron at jpvmagic@rit.edu. Then, come to your appointment with your submission materials in their current state of development where 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.

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