The RIT MAGIC Center is pleased to announce a call for submissions for its summer 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 summer, working alongside other students and faculty. The new MAGIC Maker program replaces our former co-up program, while retaining all of 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 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 will you will find details for our summer semester process:

THE FINE PRINT:

- All members of your team must be current 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 end of the summer semester 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 Makers 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. Documentation that includes no more than a 5-page summary of the following:
• Explain what you and your team hope to learn from this experience/process. Consider: How will you know if you are successful? How do you define success? How are you going to evaluate and measure your growth?
• Tell us about what you are making. Consider: What is your inspiration? What is the competitive landscape for what you are making? What about your project is unique; how will it stand out (i.e. what’s the twist, mechanic, etc.)?
• What are your creative goals? Consider: How are you going to evaluate and measure your growth?
• What are the risks associated with your project?
• What is the timeline and scope of your project? Consider: Given what you hope to achieve with your project, what are the key milestones? Identify your top risks to achieving these. What are you blind spots? What do you think you can realistically accomplish in the 12 weeks of our summer program? What’s next?
• What kind of mentorship support are you seeking? Who will sponsor and support you?
• 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.

It is expected that most projects funded through this initiative have already received considerable development, either through a class, a prior program, or individual effort.

Interested in receiving feedback prior to your submission? Please schedule a 15 minute appointment with our Digital Game Hub Associate, John Veneron. 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.

KEY DATES:

Submissions are due by Friday, March 29, 2019 at noon. Google Drive submissions/invitations should be sent to: bljbka@g.rit.edu Email submissions should be sent to bljbka@rit.edu

• Awarded teams/projects will be notified by Friday, April 5, 2019
• Summer MAGIC Makers program begins: Thursday, May 16, 2019
• Summer MAGIC Makers program ends: Wednesday, August 7, 2019

Interested, but have questions or need more information? Contact Brenda Schlageter at MAGIC: bljbka@rit.edu

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