The RIT MAGIC Center is pleased to announce a call for submissions for its spring semester 2019 “Co-Up” program. This unique experience allows you to earn co-op credit* towards graduation while focusing almost entirely on your own start-up project in games, digital media, interactive experiences, or design. “Co-Up” also provides you your own space in the newly opened MAGIC Center for the full semester, working alongside other students and faculty. We welcome teams comprised of full-time and/or part-time co-op students to apply for the coming semester.

THE MISSION:

The key differentiator for a place like RIT is a focus on student creativity and innovation: students should be prepared for varied careers, start-ups, failures, and experiences. RIT is committed to focusing not only on top quality academic programs, but also on the fabric and experiences that will help prepare students for global challenges and unique opportunities.

The “Co-Up” program is funded and designed to help students earn co-op credit by working in multidisciplinary teams on projects and experiences that lead to ‘start-up’ products and commercial activities in digital media.

Below will you will find details for our spring semester process:

THE FINE PRINT:

- You must be a student at RIT to participate in co-up and receive funding
- Funding will be provided in the form of an hourly wage for up to, but not exceeding 100 hours of work for each team/week. Individual students working full time on co-up may not exceed 40 hours of work/week and students working part time may not exceed 20 hours of work/week
- Preference will be given to concepts and teams that cross disciplinary boundaries, schools, and organizations
- You and your team will use MAGIC Spell Studios as “home base”
- Your project idea must be DIGITAL in nature (i.e. film, game, app, service, experience, etc.) Board and card games are not eligible for submission
- You will submit product deliverables at the end of the spring semester for review, and you will work with your mentoring team throughout the spring semester (details specific to your project and plan will be established upon admission)
- You must obtain the consent of your home academic department for this experience to count as co-op credit (note: you don’t have to earn co-op credit 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?

A submission will consist of:

(1) Prototype (i.e. demo, app, trailer of digital media you are creating)

(2) One-page PDF for each of the following:

1. Development timeline and marketing plan that addresses: production, distribution, and marketing/promotion
2. Goal statement that includes: your goals for the project and your team and how you will define and evaluate your “success”
3. List of project deliverables that will be produced by the end of the semester
4. Statement of mentorship support you are seeking

*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.

KEY DATES:

- Submissions are due by Friday, December 14 at Noon. Google Drive submissions should be sent to: jdhigm@g.rit.edu Email submissions should be sent to jenn@magic.rit.edu
- Selected teams/projects will be notified by Friday, December 21
- Co-Up program begins: Monday, January 14
- Co-Up program ends: Monday, April 29 (15 total weeks of funding)

Interested, but have questions or need more information? Contact Jennifer Hinton at MAGIC: jenn@magic.rit.edu

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Jennifer D. Hinton
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