
Communications Guidelines for the RIT Center for Media, Arts, Games, Interaction & Creativity (MAGIC)

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The following is a style guide for press, communications, social media, and similar outreach efforts connected to the RIT Center for Media, Arts, Games, Interaction & Creativity (MAGIC), it's component organizations, affiliates, and partners.

1. The MAGIC Organization:

First, it is important to note that the overarching organizational entity is the 'RIT Center for Media, Arts, Games, Interaction & Creativity' and should be referred to as such when needed or formally referenced in documentation such as human resources, payroll, legal, etc. That entity is composed of two 'halves', the RIT Laboratory for Media, Arts, Games, Interaction & Creativity' which is a research entity within the university, and MAGIC Spell Studios, LLC which is a commercial design studio. **Whenever possible, projects and initiatives should refer to their affiliation with one or the other, to avoid confusion and overlap.** In particular, individual research projects, grants, contracts, and press surrounding such should seek to identify affiliation with the studio only if this is an approved and necessary part of the project.

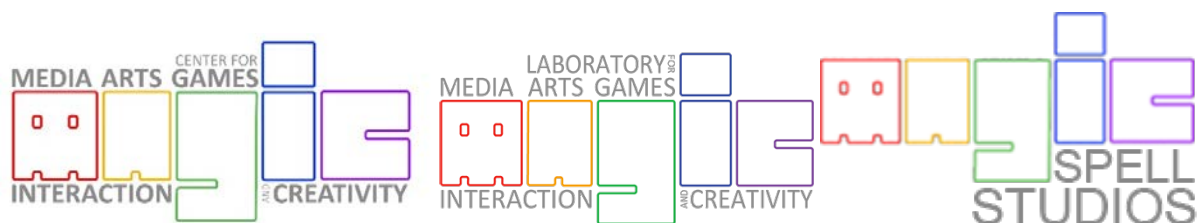
1.1 Style(s) and Logo(s) for MAGIC itself:

The Center shall be referred to as the "RIT Center for Media, Arts, Games, Interaction & Creativity (MAGIC)", or "the RIT MAGIC Center".

The Lab shall be referred to as the "RIT Laboratory for Media, Arts, Games, Interaction & Creativity (MAGIC)", or "the RIT MAGIC Laboratory". **NOTE: It is *this* entity that is designated as an RIT Research Center of Excellence.** This can also be branded or identified on activities that are under the purview of the RIT MAGIC Laboratory as desired and appropriate.

The Studio shall be referred to as "MAGIC Spell Studios, LLC".

Logos for use in representing these entities:



NOTE: the generalized logos for the Center and Lab fall within the purview of use for the university. The logo for MAGIC Spell Studios is separately and independently trademarked.

All logos are available for use and hosted at <http://magic.rit.edu>. For source files and materials for high-resolution imagery, contact A. Phelps or J. Hinton at the RIT MAGIC Center.

1.2 Communication Channels

The MAGIC Center operates several all-purpose communication channels for distributing information on activities, projects, and events in which the RIT MAGIC Center or a sub-organization is engaged. These are as follows:

The RIT MAGIC Center website: <http://magic.rit.edu>

The RIT MAGIC Center on Twitter: @RITMAGIC

The RIT MAGIC Center on Facebook: <http://facebook.com/ritmagic>

The RIT MAGIC Center on Google+: MAGIC@RIT

The RIT MAGIC Center on LinkedIn: <http://www.linkedin.com/groups?gid=5145413>

The contact for the channels above is Jennifer Hinton, Assistant Director, RIT MAGIC Center.
jdhigm@rit.edu | (585) 475-2539

1.3 Press Contact(s)

The RIT MAGIC Center and all affiliated entities provide press releases and stories through RIT University News. Our contact for press and formal media inquiry is:

<p>Jennifer D. Hinton Assistant Director, RIT MAGIC Center Chief Communications Officer, MAGIC Spell Studios 87-1671 jenn@magic.rit.edu (585) 475-2539</p>	
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2. Affiliated Entities and Initiatives

There are several initiatives and specialized entities within the RIT MAGIC Laboratory that operate in associate with the larger organization. These include, but are not limited to, the Lab for Social Computing, the Lab for Technological Literacy, the Free and Open Source Software BOX (FOSS BOX), the Mobile Zone, the Collaborative Digital Humanities Laboratory, etc., and it is expected that others will be forthcoming.

For each such initiative, it is expected that their published affiliation is with the RIT MAGIC Lab (i.e. the non-profit research entity that exists as a part of the university). Any interaction with MAGIC Spell Studios is contractual or otherwise negotiated on a project-by-project basis.

2.1 Naming Conventions and Designation of Affiliation

For purposes of press, public appearances, documentation, materials, etc., entities or initiatives that exist within the RIT MAGIC Center will be referred to using the general nomenclature of “<initiative> at MAGIC.” Depending on the formality, format, and venue of the individual piece or release, there are several options that include abbreviation or grammar substations of the entity, MAGIC, or both. See below for possible use case examples:

Examples of MAGIC designation for Affiliated Entities and Initiatives:

FOSS at the RIT MAGIC Laboratory	Laboratory for Social Computing at the RIT MAGIC Lab	Laboratory for Technological Literacy at MAGIC
Free and Open Source Software initiative at MAGIC	Collaborative Digital Humanities Lab at MAGIC	The Mobile Zone @ MAGIC
FOSS BOX at MAGIC	CoDeHuman@MAGIC	Mobile Zone at the Laboratory for Media, Arts, Games, Interaction & Creativity (MAGIC)
FOSS at MAGIC initiative	LSC@MAGIC	Laboratory for Social Computing at MAGIC

The various ‘at MAGIC’ permutations and ‘initiative name or abbreviation’ is flexible to fit the form, style, and function of the individual document or site in which it appears, provided that both the initiative, and the affiliation with the MAGIC center as the overarching entity, is clear.

2.2 Web Presence for Affiliated Entities and Initiatives

In similar fashion to naming conventions, it is both expected and desirable for individual initiatives within the MAGIC Center to have a descriptive and effective web presence that engages their respective audience to better further the goals of both the initiative and the overall Center. As such, MAGIC will host as a part of its web presence an area on its website for each major initiative, using a vanity URL that is one level below the main site. Examples:

<http://magic.rit.edu/foss>, <http://magic.rit.edu/lsc>, <http://magic.rit.edu/codehuman/>, etc.

Furthermore, vanity URLs will be directed to those areas of the MAGIC web presence as needed. More than one vanity URL can be directed if necessary. Examples include:

<http://foss.rit.edu> → <http://magic.rit.edu/foss>
www.labforsocialcomputing.net → <http://magic.rit.edu/lsc>
etc.

These websites, and associated event calendaring, content, and projects will be maintained by the core administrative team of the MAGIC Center. In addition, each initiative is required to provide one or more individuals that will be given appropriate administrative access to portions of the site and who are

responsible for keeping content timely, up to date, and in accordance with relevant policies and procedures for university websites.

3. Affiliated Faculty and Staff

3.1 Faculty

Several faculty from a variety of colleges are affiliated with the RIT MAGIC Center. In an effort to make clear their contribution, and value the importance of their connection to the scholarly community fostered through the Center and its partnerships within and beyond the RIT campus, we encourage faculty to list their affiliation with the Center wherever appropriate in correspondence, materials, professional documentation, etc. Generally speaking, it is expected that faculty will list their primary faculty appointment first, followed by affiliation with the Center as a university wide entity.

Example:

Jane P. Quimby, Ph.D.
Associate Professor, Department of XYZ, College of Engineering
Faculty Affiliate, RIT MAGIC Center
Rochester Institute of Technology

In addition, faculty are encouraged to link to the MAGIC website as desired, and to promote the Center and their affiliation, as well as their departments, colleges, and the university as a whole, in their scholarly and creative activities.

3.2 Staff

Several staff are in the employ of the Center proper, both on a full-time, part-time and research-oriented basis. Staff that are directly compensated by the Center (such as the Operations Manager, Assistant Director, and others) are encouraged to list their affiliation as the RIT Center for Media, Arts, Games, Interaction & Creativity or the RIT MAGIC Center as covered in section (1).

Staff that are employed for individual grants or projects, or through initiatives affiliated with MAGIC, are encouraged to use the nomenclature in section (2) in representing their activities as appropriate.

3.3 Students

Student employees engaged in academic work or research supported by the RIT MAGIC Laboratory are also welcome to list such affiliation as appropriate depending on their work and engagement as outlined above.

4. Corporate Employees of MAGIC Spell Studios

At no time should any of the above categories list their activities or efforts as being engaged with MAGIC Spell Studios, LLC, unless and until such time they are an employee of that corporation. Employment in MAGIC Spell Studios is by contractual agreement between the employee and the LLC, and public representation of such is not covered by this document.