

New York State Media Arts Teachers Association

Our mission is to promote media literacy and encourage our young emerging media artists to be the creative, critical thinkers of the 21st Century. We foster collegiality among our members and actively support the New York State Summer School of Media Arts.

SEPTEMBER 2012



NYSMATA
membership
is **FREE**
through
March 2013.

Email or snail mail the form.

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EMAIL your news to:
mealiamata@gmail.com

New York State Summer School of the Arts' School of Media Arts

is sponsored by the Office of the Governor and the New York State Legislature, and is administered by the State Education Department.

NYSMATA acknowledges and congratulates the staff for all their effort and hard work!

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Images from the 2012 NYSSSA / Media Arts exhibit appeared in the July newsletter. Now you can go to the NYSSSA/MA Facebook page to see staff, students and visiting artists at work and play.

<http://www.facebook.com/media/set/?set=a.393410794055206.94367.183274118402209&type=1>

Photography is the art, science and practice of creating durable images by recording light or other electromagnetic radiation, either chemically by means of a light-sensitive material such as photographic film, or electronically by means of an image sensor. Typically, a lens is used to focus the light reflected or emitted from objects into a real image on the light-sensitive surface inside a camera during a timed exposure. The result in an electronic image sensor is an electrical charge at each pixel, which is electronically processed and stored in a digital image file for subsequent display or processing. The result in a photographic emulsion is an invisible latent image, which is later chemically developed into a visible image, either negative or positive depending on the purpose of the photographic material and the method of processing. A negative image on film is traditionally used to photographically create a positive image on a paper base, known as a print, either by using an enlarger or by contact printing.

Wikipedia

TENTATIVE 2013 Youth Media Show Schedule
NYSSSA APPLICANTS ARE ENCOURAGED TO ATTEND

These dates are tentative but based on the 2012 calendar. The days are the same as last year but the dates are adjusted for 2013. They are included for those of you who are asked by your principal, to reserve field trip dates at the beginning of the school year. These dates are for planning purposes.

Western NY Region
Lower Hudson Region
New York City
Long Island
Capital Region
Central NY Region

Friday, March 8, 2013 (confirmed)
Tuesday, March 12, 2013 (confirmed)
Thursday, March 14, 2013
Tuesday, March 19, 2013
Thursday, March 21, 2013
TBA



THE ROD SERLING VIDEO FESTIVAL

Sponsored by Binghamton City School District

BEST IN SHOW PRIZES:

DIGITAL VIDEO RECORDER
courtesy Rod Serling Video Festival

\$100 Gift Certificate
courtesy Unicorn Electronics

Certificates will be awarded
in a number of other categories.

All Finalists receive...
One Rod Serling Video Festival T-Shirt
courtesy Knucklehead Embroidery

*Here's your chance to write, direct, and/or star in your own video!
All students from kindergartners through seniors in high school are
eligible for The Rod Serling Video Festival competition. All you need
is access to a camcorder and a desire to holler those magic words:
Lights! Camera! ACTION!*

*Honors will be given to various categories including: Best of Show,
Best Directing, Best Use of Comedy, Best Use of Computer
Animation, Best Editing, Best Special Effects and Best K-6 entry!*

Entering is easy! Just create your video, fill out the entry form and
mail it along with your \$5 entry fee.
Then join us for the Grand Finale!

Special Thanks to our sponsors:



www.knuckleheadinc.com



Binghamton City School District

JOIN US FOR THE PREMIERE!
*(made possible by the Rod Serling School at
Binghamton City School District)*

FRIDAY, MAY 17, 2013

HELEN FOLEY THEATRE
at Binghamton High School

8:00 pm: WSKG Television Broadcast
featuring Winning Videos
Watch with us as it airs, on "The Big Screen"

9:00 pm: Awards Ceremony

Reception Immediately following

Video Entry Deadline:
May 1, 2013

**Questions about competition rules or policies may be directed to
Lawrence Kassin, Festival Director, (607) 762-8202.**

Visit Us at our Website:

www.RodSerlingVideoFest.com

COMMENTARY

by NYSMATA Past President / Mike Townsend

I guess you might say that in many ways, some of us might be considered real dinosaurs. There are many things in our lives that I am sure we are very comfortable with – don't even dare to try and change it. But, it HAS changed, and so have we.

Undeniably, the technological explosion of the past few decades has dramatically changed the way we do the things we do. Education, specifically imaging education, is a prime example. As a year out retired photography teacher in the Lewiston-Porter CSD in Youngstown, New York, I still think about the “good” old days – the days when I would come home with my clothes stained with darkroom chemicals and trips to the camera store were routine. I miss those days, and there still is a place for retro processes, but the door has opened and we have burst through it.

As photography teachers, it very quickly redefined who we were. Today, a myriad of film SLR's sit in camera bags that house countless rolls of ridiculously outdated film - Mamma, don't take my Kodachrome away. DSLR's are now the tool of the trade. Of course, we still shoot images – photographs – or in the “old” days – pictures... we just do it with different equipment. My dream of building a darkroom upon retirement has been replaced with copies of Adobe Suite and Lightroom on all of my computers, and a portable hard drive has become my negative box. And, along the way, like many of us, I had to learn how to crawl digitally, way before I could walk the walk. Indeed, I am still learning.

Depending on how you look at it, the changes were either a very long time ago, or a mere bump in the time line of our careers. We quickly began using words such as pixels and something bytes in our vocabulary, as we also sadly watched Kodak shut the door on Eastman's dream. It was a bold sign of change, yet at the same time, a paradoxical statement. It was a statement full of challenges, adjustments and a need to educate and re-educate our students and ourselves. As many of us scrambled to embrace the “new technology”, the more things changed, the more they stayed the same. Kids are still producing images; teachers are teaching the aesthetic and technical skill necessary to perfect those images, and we are acutely aware that there is much more yet to come.

Today's student enjoys undeniable advantages that we dinosaurs smile at today – the handcuffs of only 24 or 36 exposures, the instability and inconsistency of darkroom procedure – how many of us have ruined at least one roll of film? We have survived the “embracing” phase of digital imaging as it has become the norm in our classrooms, while wet photography has become the outcast. Along the way, movie film and video tape have joined the demise of 35mm film in most of our schools. It hasn't changed that we still teach our students to visualize, seeing in a way that opens our eyes and expands our thinking processes. It doesn't change that things have become beautifully more sophisticated, more introspective, more demanding and more titillating due in part to the advent of digital technology in our curriculums. The quality of work possible from first blush images to final output can be breathtaking. And today, our students can store their work on a cloud (or use the archaic method of using a thumb drive), and access it on any computer in the world, from any place in the world. What next?

Our role as educators has become more demanding, yet the rewards are deliciously satisfying. Our job is to stretch the intellect of a child as far as it will go. Our job is to always, always ask the “what if?” question and be prepared to help them answer it. Our job is to celebrate in their successes and to gently guide them in their failures. Our job is to embrace what Daguerre and Niepce started, and to help our students to continue to discover the magic and the mystery of photography, be it a still image or video or film. Our job is to embrace and explore the media at hand as we teach a unique visual language.

Although I am no longer in the classroom, I am excited when I think about the opportunities that YOUR students will have. Your dedication to them and your desire to do your very best work in the classroom leaves the visual door wide open. The creative process is virtually endless. It pleases me to know that you challenge your students while providing them the knowledge that comes from your expertise and experiences in the field. I know you will be informed and prepared, because your students are hungry to learn, and they look to you to share your wealth with them. If the past 10 years or so are any indication, today's technology will most likely be obsolete and what we know today, may be immaterial tomorrow. Clearly, we must stay informed and active in the perpetual visual motion that is the nature of our business. Our job as educators – and I still consider myself one – is to stay current with our students, because they will, no matter what, always be one step ahead of us. Today's technology waits for no one.

Networking with each other is an invaluable resource tool. So, this is the place where you cannot exit this ad in 3 seconds. And, this is the place that you should allow access to this pop-up, because you are invited to join us, the Media Arts Teachers Association. MATA offers an immeasurable wealth of knowledge, while advocating for students. MATA offers the perfect opportunity to showcase your students' work, or, perhaps an opportunity for you to share with others how you have embraced digital imaging within your curriculum. We are looking ahead as we plan for our future with exciting and innovative outreach programs. We are excited to advocate and work on behalf of the New York State Summer School of Media Arts, as we have since 1969. MATA is made up of dedicated and hard-working individuals such as yourself. We invite you to join us and become a part of our future. And, psssst for a limited time only – it's FREE – yes, FREE, to join us. I am now going to re-direct you to Read the rest of this newsletter for more information.

It is an exciting time in our classrooms. A new school year is here. In our classrooms, students will continue to give us a dessert tray full of images from within their mind's eye. Images that are born from an idea. Images that are created by YOUR students.

For after all, isn't an image born from IMAGINATION?

There are those who would like us to believe there is nothing to celebrate in the month of August; no important national holidays. *Mike Witsch* reminds us of just three 'august' events in August worth celebrating!!!!!!

Apple co-founder Steve Wozniak, born in Sunnyvale, California on August 11 in 1950. He always loved electronics. As a kid, he and his neighborhood friends would build all kinds of gadgets, including intercom systems running between their houses. He was working on computer-like projects by the age of 11, and his sixth-grade science project was a machine that played tic-tac-toe. He said: "I didn't ever take a course, didn't ever buy a book on how to do it. I just pieced it together in my own head." He met Steve Jobs in 1970, when a mutual friend introduced them. They formed their own company in 1976 and called it Apple. "You didn't have to have a real specific reason for choosing a name when you were a tiny little company of two people; you choose any name you want," Wozniak said.

The Apple 1 computer came about when Wozniak got the idea to pair a typewriter keyboard with a television. Jobs and Wozniak built it in Jobs' bedroom and, later, when they ran out of room, in his garage. They hoped to sell 50 of them and if it didn't work, Jobs told Wozniak, at least they could tell their grandkids that they'd had their own company for a while. Seven years later, Apple had a stock value of \$985 million.

In 2006, Wozniak published his autobiography, titled: *iWoz: From Computer Geek to Cult Icon: How I Invented the Personal Computer, Co-Founded Apple, and Had Fun Doing It*.

Director Alfred Hitchcock, born in London on August 13 (1899). His father was a greengrocer — and a strict man. Once, when the five-year-old Alfred misbehaved, his father sent him to the police station and they locked him in a cell for a few minutes to teach him a lesson. Hitchcock was so terrified that he was afraid of the police for the rest of his life, and he rarely drove a car so that he could not be pulled over. Hitchcock directed great suspense and horror films, including *Rebecca* (1940), *Notorious* (1946), *Rear Window*(1954), *Vertigo* (1958), *Psycho* (1960), and *The Birds* (1963).

He said: "A good film is when the price of the dinner, the theatre admission and the babysitter were worth it." t's the birthday of director Alfred Hitchcock, born in London (1899). His father was a greengrocer — and a strict man. Once, when the five-year-old Alfred misbehaved, his father sent him to the police station and they locked him in a cell for a few minutes to teach him a lesson. Hitchcock was so terrified that he was afraid of the police for the rest of his life, and he rarely drove a car so that he could not be pulled over. Hitchcock directed great suspense and horror films, including *Rebecca* (1940), *Notorious* (1946), *Rear Window*(1954), *Vertigo* (1958), *Psycho* (1960), and *The Birds* (1963).

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The 19th Amendment to the Constitution was ratified on August 18 in 1920, giving women the right to vote. The first national constitutional amendment had been proposed in Congress in 1878, and in every Congress session after that. Finally, in 1919, it narrowly passed both houses of Congress and was sent to the states to be ratified. Most Southern states opposed the amendment, and on August 18, 1920, it all came down to Tennessee. The pro-amendment faction wore yellow roses in their lapels, and the "anti" faction wore red American Beauty roses. It was a close battle and the state legislature was tied 48 to 48. The decision came down to one vote: that of 24-year-old Harry Burn, the youngest state legislator. He had been expected to vote against it, but he had in his pocket a note from his mother, which read: "Dear Son: Hurrah, and vote for suffrage! Don't keep them in doubt. I noticed some of the speeches against. They were bitter. I have been watching to see how you stood, but have not noticed anything yet. Don't forget to be a good boy and help Mrs. Catt put the 'rat' in ratification. Your Mother." He voted in favor of the amendment.

Teacher Forum

The NYSMATA online discussion forum is located at the following link. Copy and paste the URL into your browser.

<http://galileo.dcbooces.org/icampus/course/enrol.php?id=150>

It is easy to create your own account. Follow the online instructions and use MATA as the enrollment key.

To participate in a discussion group, select it and click on 'subscribe to this forum'. You control which discussions you are interested in joining. Postings are sent directly to your e-mail.

Contact me with questions or comments:
mealia.mata@gmail.com

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NYSMATA NEW YORK STATE MEDIA ARTS TEACHERS ASSOCIATION

"NYSMATA is the only professional teachers organization of its kind in the country."
Leslie Yolen, Associate in Visual Arts Education, Curriculum and Instruction Team
New York State Education Dept.

"NYSMATA is a wonderful resource for teachers of the media arts in New York State."
Mary C. Daley, Executive Director (ret.), New York State Summer School of the Arts

Dear Arts Educators,

Introducing **NYSMATA**, specifically designed for teachers of the media arts:
PHOTOGRAPHY, VIDEO, FILM, ANIMATION, SCANNER ART, WEB DESIGN, COMPUTER GRAPHICS, HOLOGRAPHY, CREATIVE SOUND and related media art.

Join NYSMATA for unique benefits:

- ⤴ website – www.NYSMATA.org
- ⤴ statewide interactive Internet forum
- ⤴ monthly e-newsletter
- ⤴ regional Youth Media Arts Shows
- ⤴ local networking meetings for professional development
- ⤴ Exemplary Student Media Arts Awards
- ⤴ preview the *new* NCCAS “core standards” The National Coalition for Core Arts Standards is writing standards for media arts, now recognized as the 5th arts discipline! NYSMATA members will get a **FIRST LOOK**, a chance to evaluate and comment.
- ⤴ NYSSSA - New York State Summer School of the Arts in Media Arts: information, application, and adjudication

Join NYSMATA, stay informed. **FREE** membership September through March 2013. Visit our nysmata.org or mail this information to us:

Mmmmm...Media Arts! NYSMATA.org

Name _____
 School _____
 Preferred email _____ Tel. _____
 Media art/interests _____
 Membership: FREE now ‘til March 2013

*Please mail to Ms Robyn Talbot, NYSMATA Membership
John Jay High School, 2012 Route 52, Hopewell Junction, NY 12533*



Please pass this along to colleagues who are teaching any media-related classes.