



NEWSLETTER

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.

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

Summer School of the Media Arts



Less than a month to go until the School of Media Arts opens! This summer students will develop their own vision and analytic tools while gaining hands-on experience in film production, video, filmmaking, photography, electronic sound art, or computer graphic arts.

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"Light makes photography.
Embrace light. Admire it. Love it. But above
all, know light. Know it for all you are worth,
and you will know the key to photography".

George Eastman

Program Dates

July 7, 2018 to August 3, 2018

Location

Alfred State College
10 Upper College Dr.
Alfred, NY 14802

Calendar

Opening Day of the School of
Media Arts

JULY 7, 2018 - 10:00AM

Alfred State College
Alfred, New York



NYSMATA Membership Drive

Update your email address
and mail your \$10.00
membership fee to:

Mike Townsend
MATA Treasurer
369 MacArthur Dr
Buffalo NY 14221-3775

The LIX PEN

THE SMALLEST 3D PRINTING PEN IN THE WORLD

take a look:

<https://youtu.be/nH0erHqpG6Y>

tutorial:

<https://youtu.be/JFdnoUQAkGo>



Awards Earned at Long Island Media Arts Show

Awards were presented at the 2018 Long Island Media Arts Show, recognizing the creative talent and dedication of students in the fields of electronic illustration, photography and video.

NYSMATA honors all show participants and their teachers for their hard work and accomplishments in the Media Arts.



Long Island Media Arts Show





http://www.p12.nysed.gov/ciai/arts/standards/at-a-glance/NYS%20MEDIA%20ARTS%20At-A-Glance%20FINAL%208_13_2017%20High%20Res.pdf



<http://www.p12.nysed.gov/ciai/arts/standards/glossaries/NYS%20Media%20Arts%20Glossary%20FINAL%20High%20Res.>



Media education in Europe; the newest edition of “Media & Learning News” is available here: <https://media-and-learning.eu/newsletter/>

From the website: "Media and Learning News highlights general news and information about the use of media in education and training including interesting publications, events, initiatives, websites, projects, tools and information about various festivals and other competitions related to the use of media aimed at the education and training sector. It also includes news and background information about the Media & Learning Conference, the MEDEA Awards, its winners and finalists and the network of organizations who support these two initiatives."

Tools of the Trade

Turn your smartphone into a smart light meter

by Mathy Vanbuel, ATiT, Belgium

If you are regularly setting up lights in the same place at a different time, and you are keen on keeping the same depth of field and feeling of light between background and foreground, it may be useful to have a separate light meter rather than just relying on the exposure control of your camera.

If you are an old-fashioned director of photography you are probably still carrying a Gossen or Sekonic in your bag. For the less critical lighting work, you can just as well turn your smartphone into a handy light meter. The Lightmeter app for Android by David Quiles looks like a vintage meter, but it is a complete and useful tool, with incident as well as reflective light metering (with a funky camera display in the centre of the dial). Of both methods, reflective measuring appears to be the most accurate, but this only in combination with a range of compatible smartphone cameras. Sensitivity can be adjusted from 3 to 6400 ISO. The app is available for free on the Android app store, the paid version gets bug fix updates, a handy hold button for incident metering, and a somewhat improved performance.

NYS **MATA OFFICERS**

Michael Witsch / Margaret Mealia	Co-Presidents
Robyn Talbot - Howard	Vice President
Claudia Abate	Secretary
Mike Townsend	Treasurer
Domenic Licata	Webmaster

MATA officers are elected to serve a four year term but remain in office until new officers take their posts. Fill out the nomination form on page 16 & 17 if you are interested in serving or wish to nominate a colleague.

NYS **MATA REGIONS**

Acting Directors

<u>Elizabeth Randell</u>	ERandell@tona.wnyric.org	<i>Western NY</i>
<u>Steve Honicki</u>	SHonicki@niskyschools.org	<i>Capital</i>
<u>Keith Rosko</u>	ROSKOK@cforks.org	<i>Central NY</i>
<u>Doug Hodges</u>	ddhodes@gmail.com	<i>Long Island</i>
<u>Eric Heyworth</u>	ericvcr@aol.com	<i>NYC</i>
<u>Michael Witsch</u>	mjwitsch@optonline.net	<i>Lower Hudson</i>

SEEKING NOMINATIONS / NYSMATA Vacancies

June 2018

Return this form via email to:
Michael Witsch mjwitsch@optonline.net

Dear NYSMATA Member:

In these changing and challenging times, members look to Directors for inspiration, information, and leadership. Step up to help teachers of media arts and guide the future of NYSMATA!

We are currently seeking nominations for the Board of Directors and the office of Co-President of the New York State Media Arts Teachers' Association.

Candidates should provide the following information.

Name

Home Address

Home Phone

Mobile

Home e-mail

School District / Institution

School Address

School Phone

School e-mail

NYSMATA Region / LI NYC LHR CNY Capital WNY

I am interested in serving:

- on the Board of Directors
- as a Co-President
- volunteer to serve in your region

Other _____

Media Arts Courses that you teach / areas of expertise

Please describe your participation in your region's annual Media Arts Show (Festival) usually held in March or April. Include committees you have served on and number of years you have attended the show with students.

List acknowledgements, awards or honors you and your students have received in the Media Arts

What is your vision for the future of the NYS Media Arts Teachers' Association, in your region and state-wide?

Duties and Responsibilities:

Members of the **Board of Directors** set policy and promote the association's philosophy and by-laws.

The **Co-Presidents** work collaboratively, maintain contact with the regional directors and are the liaisons with the NYS Office of Special Projects / the Summer School of the Media Arts. The Co-Presidents represent the NYSMATA membership at NYSED meetings and conferences. They also oversee and edit the monthly/ bi-monthly newsletter.

The **Vice President** as an assistant to the Co-Presidents, maintains contact with the Regional Directors and solicits news from the membership for publication in the newsletter. The Vice President may be called upon to represent NYSMATA at meetings and functions when the Co-Presidents are unavailable.

The **term of office** for all positions is four years and officers may serve multiple consecutive terms as elected by the membership or until newly elected officers assume their post. Past officers receive the title "Emeritus" and as such serve as consultants.

Resources

FILMS BY KIDS

<http://ny.pbslearningmedia.org/collection/films-bykids/>

Student Filmmakers Magazine

http://www.studentfilmmakers.com/enews/IBC-2014_StudentFilmmakers-Magazine.html

NEW STANDARDS FOR THE ARTS

<http://www.p12.nysed.gov/ciai/arts/standards/at-a-glance/nys-standards-media-arts-at-a-glance-8-13-2017.pdf>

http://www.p12.nysed.gov/ciai/arts/documents/Posters/Media%20Arts/NYS%20Med%20Arts%20Poster%20_All%20info_%2024x36.pdf

<http://www.p12.nysed.gov/ciai/arts/standards/at-a-glance/nys-standards-media-arts-at-a-glance-8-13-2017.pdf>

OLD NYS Learning Standards for the Arts

<http://www.p12.nysed.gov/ciai/arts/pub/artlearn.pdf>

*** National Core Arts Standards/ Media Arts ***

*<http://www.mediaartseducation.org/wp-content/uploads/2014/06/Media-Arts-Standards-6-4-14.pdf>

Link for Flow Chart for NYS Visual Arts Education

<http://www.p12.nysed.gov/ciai/arts/pub/artchart.pdf>

NATIONAL GEOGRAPHIC GUIDE TO PHOTOGRAPHY

https://www.nationalgeographic.com/content/dam/ngdotcom/rights-exempt/NatGeo_GuideToPhotography.pdf

Photoshop Tools

This site lists and describes some Photoshop Tools and may be a good handout for your 'beginners'.

<http://blog.hostonnet.com/photoshop-tools>

Guides for Photographic Composition

<http://photoinf.com/General/KODAK/>

[guidelines_for_better_photographic_composition.html](http://photoinf.com/General/KODAK/guidelines_for_better_photographic_composition.html)

http://www.kodak.com/ek/US/en/Home_Main/Tips_Projects_Exchange/Learn/Photo_Tips_Techniques/Advanced_Techniques/Composing_your_Pictures.htm

Jacob Burns Film Center (Film Education Community)

<https://education.burnsfilmcenter.org/education/for-schools>

Spark Media Project / (formerly Children's Media Project) provides workshops, programs, and projects that teach critical viewing of media, encourage youth to be creatively engaged in Media Arts, and offer employment and growth opportunities for youth.

<http://sparkmediaproject.org/>

Squeaky Wheel Film & Media Arts Center Buffalo Media Resources supports and promotes the creation of film, video, and digital/computer art by independent and community media .

www.squeaky.org

Opportunities In Your Community

<http://www.imagechaser.com/summer-fun-photography/?cid=eml-0715-imgchaser-article1-lm>

Remind your students of the year-round opportunities that await them in their communities.

Lower Hudson / Poughkeepsie Area
<http://sparkmediaproject.org/programs/>

Buffalo area
<http://www.squeaky.org/education/>

Lower Hudson / Westchester / Rockland
**<https://education.burnsfilmmcenter.org/education>
www.lmctv.org**

Larchmont-Mamaroneck Community Television

What local opportunities are available to your students???

TEACHERS

iTunes Education has many free books by educators. Apple describes them as “amazing teaching materials that educators have created using iBooks Author.” You may browse this collection of free books on iTunes where they are organized by subject and available for iPad or Mac.

Titles include; [Lighting Essentials](#), [iBooks Author Starter Kit](#), [Stop-motion Animation](#) and many [others](#).

Why not use the [iBooks Author Starter Kit](#) and write and publish your own materials?