

media arts teachers association



NEWSLETTER

NOVEMBER 2019



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 and the NEW NYS Media Arts Standards.

"NYSMATA is a wonderful resource for teachers of the media arts in New York State."

Mary C. Daley, Executive Director (ret.),

"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".

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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

Announcing

the

NYS Summer School of Media Arts

for

2020

Program Dates

July 11, 2020 to August 7, 2020

Alfred State College

10 Upper College Dr.
Alfred, NY 14802

*"Our goal is to develop each student's creative process. All students work on the creation of personal, meaningful, increasingly complex artistic statements. We are interested in ideas, curiosity, discovery, critique, and the discipline of engaged creative exploration."**

- 16MM + SUPER 8 FILM PRODUCTION
- DIGITAL + EXPERIMENTAL PHOTOGRAPHY
- ANIMATION ART
- VIDEO ART
- SOUND ART

**Applications will be accepted starting
December 6, 2019.**

Go here to learn more about the adjudication process.
<http://www.oce.nysed.gov/nysssa/media-arts/audition/school-media-arts-adjudication-process>

* from the website: <http://www.oce.nysed.gov/nysssa/media-arts>

Imogen Cunningham



AND more: <https://www.imogencunningham.com>

MEDIA ARTS SHOWS / 2020

Dates for the upcoming **Regional Media Arts Shows** follow, along with region contacts for more information.

Elizabeth Randell ERandell@tona.wnyric.org
Western NY / U Buffalo **Friday / April 3, 2020**

Kelly Jones
KJones@niskyschools.org *Capital /*
Niskayuna HS **Wednesday / April 8, 2020**

Keith Rosko ROSKOK@cforks.org
Central NY **TBA**

Doug Hodges ddhodes@gmail.com
Long Island / 5Towns College **Friday / March 20,2020**

Eric Heyworth ericvcr@aol.com
NYC **TBA**

Michael Witsch mjwitsch@optonline.net
Lower Hudson / Westchester CC
Tuesday / March 10, 2020

CAPITAL REGION MEDIA SHOW CALENDAR

NOVEMBER 2019

from Kelly Jones / 2020 show coordinator

2020 Media Arts Festival and Exhibition Niskayuna High School	
February 3, 2020	Inventory, labels and official rules emailed
March 4, 2020	Share completed inventory, 2-D images and videos through Google Drive Kelly Jones: kjones@niskyschools.org
March 10-11, 2020	Deliver 2-D artwork with labels and hard copy inventory to Niskayuna High School – Art Resource F138 – from 7:30-4:00 Tuesday (3/10) or Wednesday (3/11). Notify Niskayuna kjones@niskyschools.org of your intention to attend the festival
March 25, 2020	Send Certificate of Insurance to kjones@niskyschools.org Send list of student and teacher names attending festival to kjones@niskyschools.org
April 6 – April 30, 2020	Media Arts Exhibition on view in Nisk-Art Gallery
Wednesday, April 8	Media Arts Festival at Niskayuna High School 9:00-1:30 p.m. Awards announced during festival; all schools notified by Thursday April 9
Thursday April 30	Closing Reception for students, friends, family and the public to view the exhibit and films from 5:30-6:30 (<i>Light refreshments and viewing – no awards during this event</i>) <ul style="list-style-type: none"> • Exhibition ends at 6:30 p.m. • 2-D work can be picked up at 6:30 p.m.
Friday May 1	Artwork Pick Up – Artwork will be available for pick up in the Art Resource Office F138 from 7:30-3:00. Contact Kelly Jones at kjones@niskyschools.org to make other arrangements.
May CAAS Meeting	Artwork can also be delivered to May CAAS meeting



Interactive 360 Video, a powerful learning tool

We have been hearing about the advent of Immersive Technologies like Virtual Reality and Augmented Reality in a variety of fields for a long time. The entertainment industry has greatly embraced Virtual Reality with platforms like Steam providing gaming experiences to millions of people. Augmented Reality based games like Pokemon Go or

Harry Potter Wizards Unite are also getting a lot of attention. Meanwhile, other fields like industry and education are following closely with immersive technology applications that increase task efficiency in a wide variety of situations.

Learning with Digital Tools in Physical and Virtual Spaces

Since 2014 The Mind Lab in New Zealand has been helping school teachers to integrate digital tools into their practice through a postgraduate programme in digital and collaborative learning. We use a wide range of digital tools in these classes, and several of these have links to learning in particular places, whether physical or virtual. When we use digital tools for learning we challenge the group to ideate the various ways in which these tools might support their practice,

related to the age of their students and the subject areas that they specialise in. Inspired by some of the ideas that teachers were discussing in the classroom, we decided to explore the pedagogical themes that were emerging from the work they were doing with digital tools that relate to a sense of place.



More here: <https://news.media-and-learning.eu/featured-articles/learning-with-digital-tools-in-physical-and-virtual-spaces/>

media arts teachers association



RENEW YOUR MEMBERSHIP

After many years of not asking for dues, the piggybank is just about empty. You may remember last year's statewide awards for students. That depleted quite a bit of our treasury and we need a refill.

Those members who have recently paid dues will have their paid membership extended through March 2020.

To renew, print and fill out the form attached to this email.

Then, complete your registration by mailing your \$10.00 membership fee to:

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

Thank you in advance. We we can accomplish so much more with funding.

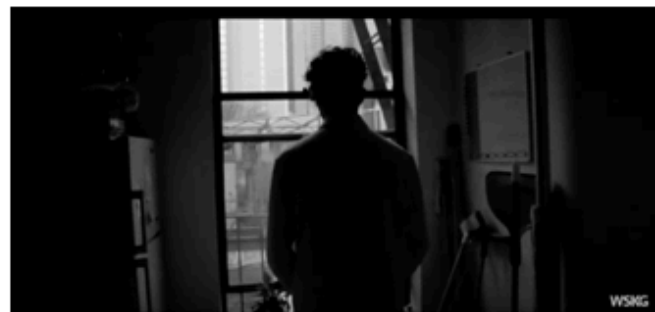


This Festival is held annually in honor of Rod Serling and his work, which has had a lasting influence on the television industry and media creation. The Festival seeks to inspire the next generation of filmmakers. *

Congratulations to the [2019 Rod Serling Film Festival winners!](#)



Best Documentary



Best SciFi / Fantasy

WSKG is proud to present the winners of the 2019 Rod Serling Film Festival in this compilation video. Check out these creative videos made by hard working students from across New York State.

<https://www.youtube.com/watch?v=qTgQQtxEInI&feature=youtu.be>

The Festival is held in partnership with Binghamton City School District's Rod Serling School of Fine Arts, Broome County Forum Theatre, New York State Media Arts Teachers Association and the Serling family.

*Special thanks to Anne Serling & Doug Sutton, Binghamton City School District's Rod Serling School of Fine Arts, Leslie Campbell, and the Judging Committee. **

2020 entry form here: <https://wskg.org/contests/rod-serling-film-festival/> **Due 5/29/20**

* from the WSKG website

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.

NYSMATA REGIONS

Directors

<u>Elizabeth Randell</u>	ERandell@tona.wnyric.org	<i>Western NY</i>
<u>Steve Honicki</u>	<u>stevehphotography@gmail.com</u>	<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

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 Vice 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 MEDIA ARTS

MEDIA ARTS AT A GLANCE

<http://www.nysed.gov/common/nysed/files/programs/curriculum-instruction/nys-media-arts-at-a-glance-final-8-13-2017-high-res.pdf>

GLOSSARY

<http://www.nysed.gov/common/nysed/files/programs/curriculum-instruction/nys-media-arts-glossary-final-high-res.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

Can you add to this list? Forward info to: mealia.mata@gmail.com

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://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>

The Art Effect / (formerly Mill Street Loft + Spark Media) 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. The Art Effect empowers the next generation to harness their creative voice to shape their future and bring about positive social change.

<http://feelthearteffect.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

PHOTO FINISHING SERVICES

Albany, NY

<http://mcgreevyprolab.com/photo-lab-services/film-processing>

Bergen, NJ

<https://bergencountycamera.com>

Larchmont, NY Homefair Camera in Westchester County also processes film: (914) 834-4564
production@homefaircamera.com

Opportunities In Your Community

Tips from Nikon

<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

www.feelhearteffect.org

Buffalo area

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

Lower Hudson / Westchester / Rockland

<https://education.burnsfilmcenter.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?