

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.

APRIL 2013

Email photos of your show for the May edition of the newsletter!!!!



Join
NYSMATA

.....the only
organization
of its' kind in the country

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"If art is to nourish the roots of our culture, society must set the artist free to follow his vision wherever it takes him."

(John F. Kennedy)

WNY Media Arts Show / 2013

The Departments of Visual Studies and Media Study (SUNY, Buffalo) hosted the Western New York Media Art Show on March 8, 2013. About a dozen teachers and over 130 students from around Western New York were in attendance. The annual event, supported by the Media Arts Teachers' Association (MATA) reaches



cyanotype demonstration

back about 40 years, when Media Study Professor Gerald O'Grady became the first Director of the New York State Summer School of Media Arts. NYSSSA continues to attract the state's top high school students studying video, photography, film and computer art, many of whom apply through MATA's regional media arts shows. MATA also provides a network and resources to support media arts teachers and curriculum development across New York.

The event at UB provides an opportunity for high school students to both exhibit and get feedback on video, photography, and computer art. In addition, students and teachers can tour the Visual Studies and Media Study facilities, and attend workshops on pinhole cameras & cyanotypes and on simple graphics programming with Processing. The day concludes with an open critique session and awards presentation.

portfolio revue



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MORE from the Western New York 2013 Youth Media Arts Show



This photo classroom has been converted into a pinhole camera.

Domenic Licata interviews a student applicant for NYSSMA at SUNY Buffalo. Domenic is the adjudicator for Photography and Computer Art for the Western NY Region.

Kevin Kli was the adjudicator for Film, Video and Animation.



Public Review of Draft National Core Arts Standards Scheduled for Summer 2013

The National Coalition for Core Arts Standards (NCCAS) plans to release draft standards this summer for public review and comment. NCCAS is committed to a transparent and open process which includes the voice of those who will be using the standards once they are completed. The review will be through an online survey tool you will be able to access from the cyber home of the standards review at <http://nccas.wikispaces.com/>. Be sure to study the standards framework and matrix in preparation for your review. Both are available on the wikispaces site with other important information about the standards. More details regarding the time line will be posted here as they become available.

*Leslie Yolen
Associate in Visual Arts Education
Curriculum and Instruction Team
New York State Education Department*

The Lower Hudson Region of NYSMATA

along with Westchester Community College and with the support of the Office of the New York State Summer School of the Arts hosted their 44th Youth Media Arts Show. For the first time in the history of the show, winter weather threatened cancellation, BUT thanks to Jerry Maselli (WCC) and his staff alternate locations were found and the show re-scheduled.

Newcomer, Tamara Porras (photo), adjudicated portfolios and interviewed summer school applicants while attendees screened videos, animations, and toured the photography and computer art exhibits. Professor Eric Luther spoke to a "packed house" about Media Arts in the 21st Century. Professor Luther is the Curriculum Chair of Communications & Media Arts at Westchester Community College; he and others interrupted their spring break to make our program a success.



.....a sampling of images from the show



Silent Settings / Melissa Merzel / Kingston HS / Teacher: Debra Tampone



"4" by Justin Pietropaoli / John Jay High School / Teacher: Robyn Talbot-Howard



Westlake High School / Teacher: Claudia Abate



WESTLAKE HIGH SCHOOL students, waiting, on the WCC campus, for the bus home!!!!!!

Teachers: Lauren Morris & Cllaudia Abate

Media Arts History

The **first city-to-city television broadcast** took place in April, 1927. Secretary of Commerce Herbert Hoover was in a studio in Washington, D.C., and an audience sat in an auditorium in New York City. The broadcast began with a close-up of Hoover's forehead, because he was sitting too close to the camera. He backed up and said, "All we can say today is that there has been created a marvelous agency for whatever use the future may find with the full realization that every great and fundamental discovery of the past has been followed by use far beyond the vision of its creator." He was followed by a comedian performing jokes in blackface.

Credit: The Writers' Almanac with Garrison Keillor

Links to Animation Resources

(on a budget)

<http://www.instructables.com/id/ANIMATION-STATION-1/>

<http://www.instructables.com/id/Making-a-Stop-Motion-Silent-Film-Using-Powerpoint/>

AND, thank you, to Mike Witsch, for your research.



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

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

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

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

Visit Us at our Website:

www.RodSerlingVideoFest.com

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 arts.

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
- ⤴ NYSSSA - New York State Summer School of the Arts in Media Arts: information, application, and adjudication
- ⤴ eligibility for NYSMATA awards for students, teachers and program
- ⤴ discounted membership for renewing
- ⤴ opportunities for leadership, regionally and statewide

THE INCLUSION OF MEDIA ARTS IN NEXT GENERATION ARTS STANDARDS: <http://nccas.wikispaces.com/>

Join NYSMATA, stay informed. Visit our **nysmata.org** or mail this information to us:

Mmmm...Media Arts! NYSMATA.org

Name _____
 School _____ Region _____
 Preferred email _____ Tel. _____
 Media art/interests _____

Membership: \$20.00 annually beginning April 20, 2013

*Please mail to Ms Robyn Talbot, NYSMATA Membership
John Jay High School, 2012 Route 52, Hopewell Junction, NY 12533
OR email form to mealia.mata@gmail.com*



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