

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.

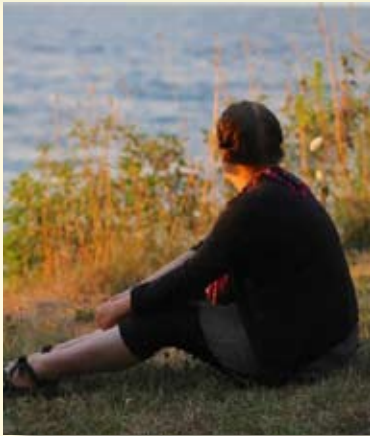
AUGUST 2014

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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



SUNY Oswego on the shores of Lake Ontario, host to the NYS Summer School of Media Arts!

**FREE MEMBERSHIP
EXTENDED**

2014 -2015

School will open shortly and we hope everyone has had time to rest, reflect and plan. Opening faculty meetings are days away and you may be asked to reserve your educational trips on that day. The Lower Hudson Region media show date has been confirmed for March 17, 2015. All other regions should contact your show director or 'guestimate' your date based on 2014. My experience has been that you can always change a date and it is more important that you log your request ASAP. Have a great start for the school year.

NATIONAL CORE ARTS STANDARDS

The NCAS has gone through several revisions and 'face' lifts. You may not have seen the latest version, BUT you can find it here:
<http://www.nationalartsstandards.org>

NYSMATA encourages every media arts teacher to review the standards **BECAUSE the NYS Education Department and the NYS Arts Professional Organizations** (for dance, music, theater, visual arts and media arts) are developing a **survey** to assess your thoughts. The results of this survey will help the leadership draft recommendations to the Board of Regents. This just might be the best opportunity you have to read the standards and we know that you want to exercise your right to comment.

Many of you teach both visual arts and media arts; you should take the survey twice; respond for each discipline.

Watch for the survey on September 15 in your email.

On August 19 in 1829, French painter and physicist **Louis Daguerre** presented his photographic process to the French Academy of Sciences. The first actual photograph had been made a couple of years earlier by Joseph Nicéphore Niépce, but the quality wasn't very good and the plate had to be exposed for eight hours to capture the image. Daguerre worked with Niépce to develop a more practical method. He found that if he coated a copper plate with silver iodide, exposed it to light in the camera for 20 to 30 minutes, fumed it with mercury vapor, and then fixed it with a salt solution, he was able to capture a permanent image. He called the finished product a "daguerreotype." Many early photographers became ill, or even died, from mercury poisoning using this method. The daguerreotype was best suited for still objects, but people nonetheless lined up to have their portraits taken. This was not for the faint of heart: subjects had to sit in blazing sunlight for up to half an hour, trying not to blink, with their heads clamped in place to keep them still. It's not surprising that most of the early daguerreotype portraits feature grim, slightly desperate faces. An early professional daguerreotype photographer remarked on people's reaction to their portraits: "People were afraid at first to look for any length of time at the pictures he produced. They were embarrassed by the clarity of these figures and believed that the little, tiny faces of the people in the pictures could see out at them, so amazing did the unaccustomed detail and the unaccustomed truth to nature of the first daguerreotypes appear to everyone."

Credit: "The Writer's Almanac with Garrison Keillor."



Copy of a daguerreotype portrait of an unidentified woman by Matthew Brady /circa 1823-1896



Occupational portrait of a man pressing cloth with iron between 1840 and 1860.

On August 24, in 1891, **Thomas Edison** filed patents for the first motion picture camera and viewer. He called the camera the Kinetograph, and dubbed the viewer the Kinetoscope. The camera contained a spool that held a 50-foot-long continuous roll of 35-millimeter film. The image was recorded by means of a revolving cylinder with a narrow slit that allowed light in to expose the film at regular intervals. Viewing these early movies followed a similar process: the viewer would look through a peephole and the cylinder would revolve, illuminating individual photographs in rapid succession. A perceptual phenomenon called "persistence of vision" tricks the brain into thinking you're seeing a seamless depiction of movement, when you're really looking at a series of still photographs.

Credit: "The Writer's Almanac with Garrison Keillor."



Edison's **Kinetoscope**, open. Film was threaded on rollers as a continuous ribbon.

The concept of moving images as entertainment was not a new one by the latter part of the 19th century. Magic lanterns and other devices had been employed in popular entertainment for generations. Magic lanterns used glass slides with images which were projected. The use of levers and other contrivances made these images "move". Another mechanism called a Phenakistiscope consisted of a disc with images of successive phases of movement on it which could be spun to simulate movement. Additionally, there was the Zoopraxiscope, developed by photographer Eadweard Muybridge in 1879, which projected a series of images in successive phases of movement. These images were obtained through the use of multiple cameras. The invention of a camera in the Edison laboratories capable of recording successive images in a single camera was a more practical, cost-effective breakthrough that influenced all subsequent motion picture devices.

from the Library of Congress

"If we did all the things we are capable of, we would literally astound ourselves"

-Thomas A. Edison

MORE at Thomas Edison National Historical Park, West Orange, New Jersey

<http://www.nps.gov/edis/photosmultimedia/index.htm>



The Black Maria. A building built for the recording of motion pictures.

NPS Photo

RESOURCES

From Izzy Video

"You can get some amazing shots by moving the camera when you're shooting video.

That is... as long as it's intentional. Accidental movement (shaky hands) can be a bad thing.

But when you do it on purpose, you can get some fun (and visually pleasing) shots.

Here's a video that briefly introduces several different ways to move a camera:"

<http://www.izzyvideo.com/moving-a-camera/>

Student Filmmakers Magazine

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

NYS Learning Standards for the Arts

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

"THE ARTS AND COMMON CORE"

Bruce D. Taylor
PRESENTATION FOR
PA Council on the Arts

If you missed the webinar, "The Arts and the Common Core", you can find the pdf here:

<http://www.pacouncilonthearts.org/aie/PA%20ALL%20DAY%20KEY-NOTE%20PDFweb.pdf>

NYSMATA REGIONS

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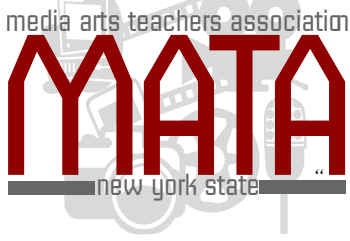
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Lower Hudson



NYSMATA NEW YORK STATE MEDIA ARTS TEACHERS ASSOCIATION

"NYSMATA is the only known 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
- ⤴ curriculum support
- ⤴ resources

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 _____ circle your Region: WNY, CNY, Capital, LHR, LI, NYC
 Preferred email _____ Tel. _____
 Media art/interests _____

copy/paste the above info and email to the Acting Director (or membership chairperson) for your region:

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