

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.

JULY 2014

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

**FREE MEMBERSHIP
EXTENDED**

The School of Media Arts

2014 session is now closed. Did any of your students attend? Perhaps you and they would like to send jpegs of their 2D work and/or links to their videos to share with our readers. Forward summer school news to: mealiamata@gmail.com

NISKAYUNA HIGH SCHOOL PHOTOGRAPHER EARNS NATIONAL RECOGNITION

The work of Katie Alden continues to receive awards and praise throughout the region and now the country.

Ms. Alden was recently awarded a Gold Medal in the 2014 Scholastic Art & Writing Awards at the National level. This year there were 255,000 original works of art and writing submitted to the competition.

From the outstanding pool of regional Gold Key recipients, an impressive panel of creative-industry experts chose 1,800 of the most talented students—representing 47 U.S. states as well as students in Washington, D.C. and American schools abroad—to receive national medals. These artists, authors, critics, educators and skilled professionals blindly judged works based on originality, technical skill and the emergence of a personal vision or voice—the original three criteria of the program's founding in 1923.

Link for the national ceremony webcast:
<http://www.artandwriting.org/carnegiewebcast2014/>



In addition to receiving a gold medal at the national level in the Scholastic Art & Writing Awards, Ms. Alden was recognized with three "Gold Keys", one "Silver Key" and an "Honorable Mention" at the regional level. Katie also received accolades for her photographic work at this year's Student Show at the Photography Center of the Capital District as well as having work selected to be published in Photographer's Forum Magazine's Best of College & High School Photography 2014 edition. Congratulations to Katie and her teacher, Stephen Honicki.



"Touched by Light"

Katie Alden

Stephen Honicki, Media Arts Educator, Niskayuna High School

SUMMER 'FUN'

Keith Rosko, Department Chairperson, Chenango Forks High School, will host the second regional **iBooks Author Hackathon**. This 3 day free workshop/conference will take place at the high school on August 12, 13 and 14. Learn how to create electronic textbooks, discuss and compare mobile learning methods and technologies and do cross disciplinary work on a regional level. More details and registration link can be found on the Forks technology page: <http://www.cforks.org/edtech.aspx>

Check out some **new software** and let us know what you think?

Are either of these the solution for you to the Photoshop Cloud dilemma????

"Darktable" <http://www.darktable.org>

The virtual lighttable and darkroom for photographers using MAC OS, Windows and 'others'.

"GIMP", also for MAC and Windows for manipulating, retouching, free-form drawing and many other features. <http://www.gimp.org> FREE

It still appears as though Photoshop 6 is the end of the disk versions of this popular software. Many of you report your budgets cannot handle the annual subscription rate. You may find these options worth exploring and hope you will let us know what you think of them.

You may want to visit **National Standards** page for Model Cornerstone Assessments and Student Work Examples. <http://www.mediaartseducation.org/>

Select 'Read the Standards' in the green box and then 'download' on the next page to reveal the standards from Pre School to High School Advanced.

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. Many of you were overloaded with obligations and did not have time to become familiar with the standards. This just might be the best time you have and we know you want to exercise your right to comment. **Watch for the survey on September 15 in your email.**

Twitter was launched on July 15, 2006, only it was called "Twtr," with no vowels. The social media platform is famous for its 140-character "microblogs." On its launch date, the company reported 224 "tweets" for the whole day. On its fifth birthday, users logged that many tweets in less than one-tenth of a second. In an early review of the platform, the Techcrunch website reported, "People are using it to send messages like 'Cleaning my apartment' and 'Hungry.' You can also add friends via text message, nudge friends, etc. It [is] really a social network around text messaging." The reviewer later expressed concerns about the lack of privacy on the platform, writing, "I imagine most users are not going to want to have all of their Twtr messages published on a public website." People do announce their dinner menus with annoying frequency, but they also use Twitter to communicate quickly about emergencies like earthquakes, and they have used it to organize protests — even revolutions — in places like Egypt, Tunisia, Iran, and Moldova. For that reason, The Hill called Twitter a "strategic weapon ... which [has] the apparent ability to realign the social order in real time, with little or no advanced warning." *Credit: "The Writer's Almanac with Garrison Keillor."*

On July 18 in 1877, inventor **Thomas Edison** recorded the human voice for the first time at his laboratory in Menlo Park, New Jersey. He used a stylus-tipped carbon transmitter to make impressions on a strip of paraffin paper to make a reproduction of the original sound when he pulled the paper back along the stylus. It was the **first phonograph**.

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

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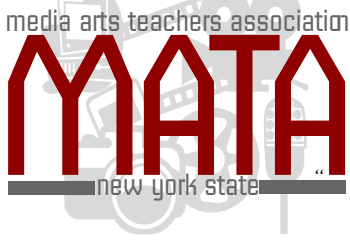
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NYSMATA NEW YORK STATE MEDIA ARTS TEACHERS ASSOCIATION

"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.**

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

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Mmmm...Media Arts! NYSMATA.org

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