

*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.*

## FEBRUARY 2015

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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**

Application date **extension** due to snow days:

### **NYSSSA School of Media Arts**

Application deadline = **February 28, 2015**  
INFO: <http://www.oce.nysed.gov/nysssa/SMA/>

## **New York State Media Arts Teachers Association**

Calendar  
**2015 Youth Media Arts Shows**

Media show coordinators have announced the following dates and locations for the 2015 Media Arts Shows.

#### **contact your show coordinator for details**

**NYC** March 12 Eric Heyworth ericvcr@aol.com  
Museum of the Moving Image

**WNY** March 13 Elizabeth Randell ERandell@tona.wnyric.org  
SUNY Buffalo

**Lower Hudson** March 17 Michael Witsch mjwitsch@optonline.net  
Westchester Community College 8:15 AM - 1:30 PM

**Long Island** March 27 Carol Brown cbrown@esboces.org  
Five Towns College

**Capital** April 2 Melanie Painter mpainter@bcasd.neric.org  
Bethlehem Central High School 9 AM - 1:30 PM

# Scholastic Art Awards

The Hudson Valley Scholastic Regional Affiliate, which includes Sullivan, Dutchess, Ulster and Orange Counties, announced and honored the 2015 Gold and Silver Key Fine Art winners at the Smiley Fine Arts Building on the SUNY New Paltz campus on February 6. Many area students received keys for their excellent work which will remain on exhibit until February 24.



Cullen Robbins, grade 12, a student of photography and video at John Jay High School (teacher: Robyn Talbot-Howard, Wappingers Central School District) earned a Gold Key award for the image above, "Quietly Touched". In total, Cullen earned four Gold Keys and five Silver Keys.

Next, work from the regions will compete for state awards and selections will be sent to compete in the nationals.

Our congratulations to all students (and their teachers) who participated in Scholastic and we look forward to seeing more of their work.

## The 2015 ROD SERLING FILM FESTIVAL is open!



Now celebrating its 20th anniversary, the Festival seeks to honor Rod Serling, his work, and inspire the next generation of filmmakers.

K-12 students may submit entries through 5.29.15. All details are available online at [wskg.org/film](http://wskg.org/film).

Students may enter within the following categories: ABSTRACT/EXPERIMENTAL, DOCUMENTARY, FICTION/STORY, SCIFI/FANTASY, SOCIAL COMMENTARY.

Awards including BEST IN SHOW, GRADE LEVEL CATEGORIES, and SPIRIT OF SERLING. Changes to the Festival also include ONLINE submission process.

More info: <http://www.wskg.org/educate/rod-serling-film-festival>

Contact = [jstapleton@wskg.org](mailto:jstapleton@wskg.org)

## Videofreex: The Art of Guerilla Television



The Videofreex was one of the pioneer production groups that formed when consumer video was first introduced in the late 1960s. Over their nine-plus years together, they produced thousands of videotapes, installations and multimedia events and trained hundreds of videomakers in the brand new video medium. Many of the videos are now archived at Chicago's Video Data Bank.

They went on to found the country's first pirate TV station and capture some of the most up-close and memorable records of the social movements of the 1960s and 70s.

The exhibit runs from February 7 - July 12, 2015 at the Samuel Dorsky Museum of Art, SUNY, New Paltz.

More info: <http://videofreex.com>

# JACOB BURNS FILM CENTER

ANOTHER STEP FORWARD IN RESPONDING TO THE NEED TO REDEFINE LITERACY  
Traditional Literacy—Reading, Writing, Listening, Speaking - Expanded to Include Viewing and Creating



Located in Pleasantville, NY, **The Jacob Burns Film Center** (JBFC) announces the launch of a groundbreaking interactive digital education platform. The new website features informative and engaging applications for the general public, as well as resources especially designed for classroom use. With the vast majority of information today being delivered visually, the JBFC continues its commitment to developing programs that build on traditional literacies of reading, writing, listening, and speaking—to develop a mastery of viewing, creating, and interpreting the screen images that surround us.

“JBFC’s education platform is the culmination of thirteen years of designing and implementing innovative programs for students of all ages,” said Emily Keating, JBFC Direct of Education. “The website reflects what we’ve learned from

teachers about effective and engaging classroom instruction, and the tools we wish we had as educators ourselves. We designed the website with our diverse community of youth, teens, adults, educators, parents, film lovers, and media makers in mind.”

Two unique public features of the website are the first of their kind:

**Visual Glossary** – Places film vocabulary in context using clips and descriptions to show how these concepts and techniques create iconic imagery, memorable characters, and powerful stories.

**View Now Do Now** – Short, engaging activities that use photo, text, or video to inspire thought and media creation. These mini-projects develop one of ten core literacy concepts, from image to style.

“The Visual Glossary is not only a celebration of film, but a terrific teaching tool,” said Janet Maslin, JBFC President. “Its elegant design transforms the viewing experience by illustrating film terminology and techniques, all the while deepening one’s appreciation for the fundamentals of cinema.”

Two additional resources of the platform have been designed specifically to further the JBFC’s commitment to supporting educators in Pre-K to grade 12 classrooms:

**JBFC Visual Literacy Learning Framework** – The foundation for the Pre-K to grade 12 curriculum, articulating a definition for visual and aural fluency by expanding traditional literacy concepts, vocabulary, and critical and creative thinking skills to include the vast media world that lies beyond the printed page.

**Image, Sound, and Story Curriculum** – A series of hands-on projects that emphasize process, challenge-based learning, collaboration, and reflection. Designed to integrate with English Language Arts content, all projects are aligned with Common Core Standards and the JBFC Visual Literacy

Learning Framework. It provides a scaffolded progression to support learners as they develop their visual and aural communication skills.

The website was created by S+7, an interactive and emerging technologies practice founded by Daniel Liss. S+7 focuses on web, mobile, and filmmaking platforms. With an enduring and proven passion for the power of images and storytelling, the studio builds unique experiences to surprise and immerse participants. S+7 focuses on technology that tells stories, technology that creates narratives of meaning, and first and foremost, on determining just the right amount of technology to do these things.

The Jacob Burns Film Center is a nonprofit cultural arts organization dedicated to: presenting the best of independent, documentary, and world cinema; promoting 21st century literacy, and making film a vibrant part of the community. Located on a 47,500 sq. foot, three-building campus in the center of Pleasantville, the JBFC is just 30 miles outside of New York City. Since opening in 2001, it has drawn over 2 million people to see over 5,400 films from 40-plus countries. The campus includes the 27,000 sq. foot Media Arts Lab, the JBFC’s state-of-the-art education center, a creative and educational community for storytellers in the digital age, offering one-time workshops, multi-week intensive courses, and weekend programs for children and adults of all ages. To learn more about the Jacob Burns Film Center and Media Arts Lab, **visit [burnsfilmcenter.org](http://burnsfilmcenter.org)**.

**Contacts:** Abby Popper, [apopper@burnsfilmcenter.org](mailto:apopper@burnsfilmcenter.org) 914.773.7663, ext. 424  
Lori Zakalik, [lzakalik@burnsfilmcenter.org](mailto:lzakalik@burnsfilmcenter.org) 914.773.7663, ext. 434

***New York State  
Teacher of the Year Program  
is Seeking Nominations for the  
2016 Teacher of the Year!***



***Celebrate Teaching***

**4 Finalists and 1 Teacher of the Year; all will serve as  
*Ambassadors for Teachers***

**Apply Now or Nominate a Teacher!**

**\*Please feel free to share this link with teachers.  
You can even post it on your own website and help us spread the word!**

**<http://www.p12.nysed.gov/cia/toty/home.html>**

**Application Deadline: February 2, 2015 by 5:00 p.m.**

**For further information please contact:  
THE NEW YORK STATE EDUCATION DEPARTMENT  
Office of Curriculum & Instruction  
89 Washington Ave, EB 318  
Albany, New York 12234  
Phone: 1-518-474-5922  
Email- [toty@nysed.gov](mailto:toty@nysed.gov)**





seeking presenters

<http://ussea.net/conference/ussea-conference/>

**Call for Presentations:**

January 31, 2015 opens the submission process that will continue until

March 31, 2015 which is deadline for submissions

Notification will be by April 20 2015

USSEA is an NAEA  
ISSUES GROUP And  
InSEA is an Affiliate of  
NAEA

## **2015 USSEA Regional Conference**

The 2015 USSEA Regional Conference will be held July 17-19 at the Queens Museum in Queens, New York. USSEA will partner with the travelling arts project, An Inclusive World to present the conference theme, An Inclusive World: Bridging Communities.

The three day conference will examine art education in classrooms, museums, and community arts organizations. This conference will explore ways that participants might share resources, knowledge and expertise to enrich their respective disciplines.

In addition "An Inclusive World" will exhibit the works of artists of diverse backgrounds.

Please join us and share your ideas.

Visit here for more information:  
An Inclusive World / A COPE NYC Project  
Phone: 917-584-5889  
Email: [info@aninclusiveworld.com](mailto:info@aninclusiveworld.com)  
Website: [www.aninclusiveworld.com](http://www.aninclusiveworld.com)

*Vida Sabbaghi*  
*An Inclusive World Project Director*

# RESOURCES / EVENTS

## **The Videofreex**

February 7 to July 12, 2015

at The Samuel Dorsky Museum of Art, SUNY, New Paltz

## **Student Filmmakers Magazine**

[http://www.studentfilmmakers.com/enews/IBC-2014\\_StudentFilmmakers-Magazine.html](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>

### **\* 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 Core Arts Standards ”**

<http://nccas.wikispaces.com/NCCAS+and+Media+Arts>

<http://nccas.wikispaces.com/file/view/Framework%2005%2022-14.pdf/513758852/Framework%2005%2022-14.pdf>

<http://nccas.wikispaces.com/National+Core+Arts+Standards+Framework+Matrix>

## **Photoshop Tools**

This site lists and describes some Photoshop Tools / 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](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>

# NYSMATA REGIONS

**Acting Director**

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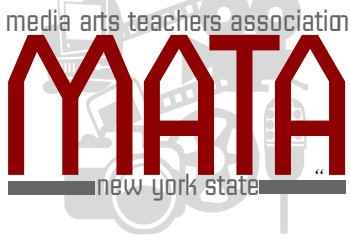
NYC

Michael Witsch

mjwitsch@optonline.net

*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](http://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:

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**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:**

Elizabeth Randell	ERandell@tona.wnyric.org	Western NY
Scott Walroth	swalroth@niskyschools.org	Capital
Keith Rosko	ROSKOK@cforks.org	Central NY
Carol Brown	cbrown@esbores.org	Long Island
Eric Heyworth	ericvcr@aol.com	NYC
Michael Witsch	mjwitsch@optonline.net	Lower Hudson



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