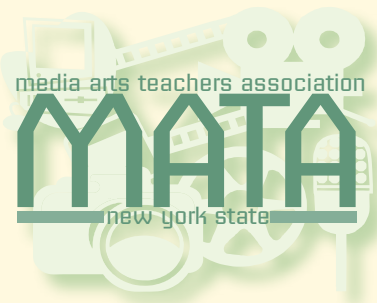


# New York State Media Arts Teachers' Association



*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.*

**JULY 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**

## 2015 iBooks Author Workshop

### What is an “iBooks Workshop”?

The purpose of the iBooks Authoring Collaborative is to train educators in designing high-quality, media-rich, interactive iBooks for education. In addition, this year the goal has grown to include...

“Creating Customized/Interactive Texts For Any Platform: Using iBooks Author to create personalized texts for use with any computer or mobile device.”

This workshop is a gathering where individuals collaboratively work in an extreme manner over a short period of time. The workshop is an intensive training over three days in early August. While working on a particular project, the idea is for each educator to be have the ability and freedom to work on whatever he/she wants.

In 2013 Chenango Forks sponsored the first area iBooks workshop and the results were amazing. We are proud to announce the 3rd of these Workshops! We hope you can join us!

Your facilitators for this year’s event will be **Rick Bray**, teacher and tech coach, Windsor Central High School, **Cheri Panko**, Director of the Broome County Teachers’ Center and **Keith Rosko**, Fine Arts and OCC Ed.Dept. Chair and Tech Integration Specialist at Chenango Forks HS.

This year’s Collaborative Workshop will be **August 5-7 from 8AM to 3PM at Chenango Forks High School** PD Room. Lunch is on your own from 11:30-12:30. You can find details, sponsors and registration link at the iBooks Workshop webpage at:

<http://www.cforks.org/Hackathon.aspx>. (Keith Rosko)

# Scholastic Art & Writing Awards

(from the Scholastic News Room)

The Scholastic Art & Writing Awards recognize student achievement in the visual and literary arts in 28 categories, including poetry, graphic design, fashion, science fiction, video game design and more.

Since 1923, the Awards have recognized and encouraged millions of students, including Truman Capote, Philip Pearlstein, Sylvia Plath, Andy Warhol and John Updike, who won when they were teens. In more recent years, famous names such as Stephen King, Myla Goldberg, Zac Posen, Lena Dunham and Richard Linklater have become alumni of the program.

An Award signifies to parents, teachers, the community and colleges that a student is an accomplished artist or writer.

The Awards offer opportunities for creative teens to earn recognition, exhibition, publication and scholarships.

In the 2015 program year, 16 high school seniors received the Portfolio Gold Award, which includes a \$10,000 scholarship.

Through the Scholarship Provider Network, \$10 million in scholarships is set aside specifically for Scholastic Award-winning high school seniors to apply for at more than 60 colleges and universities who have partnered with the Alliance.

Additional cash awards are offered to students in all grades, as well as teachers. More than 100 Regional Affiliates throughout the country run the Awards in their local communities and areas of operation.

Nearly 70,000 teen artists and writers are recognized in their regions each year. More than 1 million original works have been submitted and over \$40 million has been made available in scholarships and awards to top winning students over the past five years alone.

Each work of art and writing is blindly adjudicated, first locally through the more than 100 affiliates of the Alliance, and then nationally by panels of judges comprised of renowned artists, authors, educators and industry experts.

Works are judged on originality, technical skill, and emergence of personal vision or voice.

National Scholastic Art & Writing Award winners were honored at an awards ceremony at Carnegie Hall on June 11. Chelsea Clinton made the keynote speech, sculptor Donald Lipski was presented with this year's Alumni Achievement Award, and Matthew Morrison presented the Portfolio Gold Medalists. To honor the talented National Scholastic Art & Writing Award winners, the iconic Empire State Building tower lights were lit in gold throughout the night.

Brandon Fiege, Marissa Citarell and Cullen Robbins (John Jay High School, Hopewell Junction / teacher, Robyn Talbot) were among this year's award recipients.

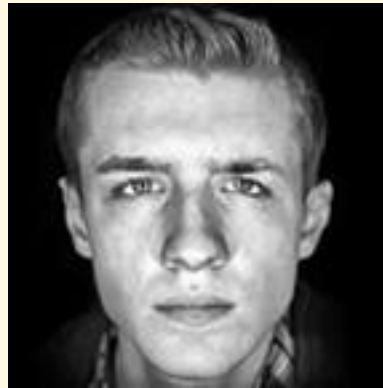
Follow this link to see other award winning works from NYS students:

<http://www.artandwriting.org/student-showcase/award-winning-works/>



"Exiled"

Marissa Citarell



"Self-Portrait"

Brandon Fiege



"Mom and Son Tension"

Cullen Robbins

# 2015 School of Media Arts

**CLOSES July 31, 2015**

follow on Facebook

<https://www.facebook.com/NYSSSAMediaArts>



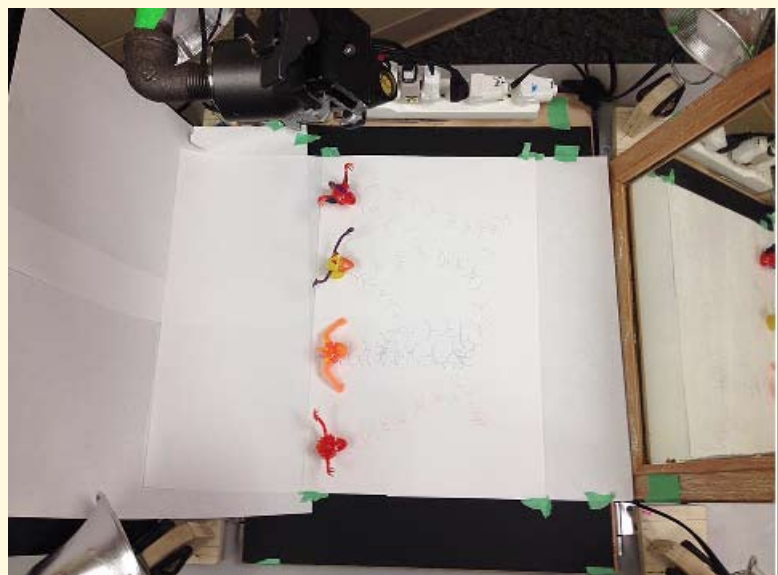
editing film



digital photo studio



Signal Culture evening lecture



Stop animation setup Computer Animation class  
follow student animators' progress here:  
<http://younggodsofsummerschool.tumblr.com>

# SUMMERTIME

Remind your students of the summer opportunities that await them in their communities. No need to be idle, just because school is out.

Lower Hudson / Poughkeepsie area

**<http://sparkmediaproject.org/programs/>**

Buffalo area

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

Lower Hudson / Westchester / Rockland

**<https://education.burnsfilmcenter.org/education>**

2 summer workshops for youth at **LMC-TV**? “Make a Movie”

<http://lmctv.org/2015/05/18/lmctv-announces-teen-summer-filmmaking-workshop/>

What local, summer opportunities are available to your students???

## Summer Reading for 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?

# RESOURCES / EVENTS

## **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>

**Spark Media Project** / (formerly Children's Media Project) 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.

<http://sparkmediaproject.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 .

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

# NYSMATA REGIONS

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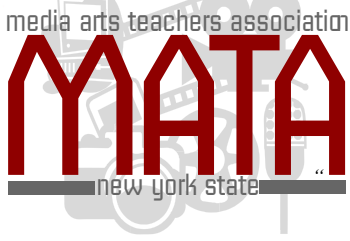
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*Lower Hudson*



# 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](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:**

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