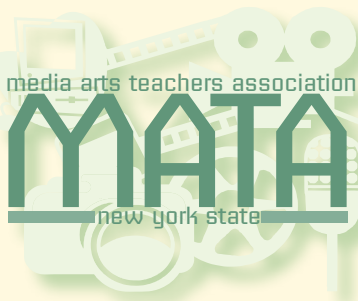


# New York State Media Arts Teachers' Association



*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 2016**

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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**

## Robert Reals



For three decades, as Supervisor of Arts and Humanities in the NYS Department of Education, Bob Reals was the indefatigable supporter of Media Arts in New York Schools. Bob inspired and helped form NYSMATA.

He also had a hand in the formation of the NYSSSA in Media Arts. The story is that Bob arranged a screening of 12 - year - old Chris Wedge’s animated film for a state legislator, who was so impressed that he urged SED to add a program in Media Arts to the existing line-up of summer schools of the arts. Chris grew up to be the creator of “Scratch”, founder of Blue Sky

Studios, producer and director of the “Ice Age” series and other notable animated films. He and Bob remained great friends.

Long after retirement, Bob was a presence at all the regional Media Arts Shows, serving many years as adjudicator for NYSSSA Media Arts. He continued to be active in NYSMATA, visiting the NYSSSA MA program, inspiring teachers and student media artists alike to achieve their best.

New York has lost a great ART Educator and mentor and NYSMATA applauds Bob for his many contributions as an artist, leader, educator and friend.

**NAMASTE, Bob!**



**1929-2016**

# Robert L. Reals, Sr.



Robert L. Reals, Sr., 86, of Jamesville, passed away in the company of loved ones April 3, 2016.

Robert was born to Paul Reals and Bertha (Streiff) Reals, a family that has lived in NY for over 200 years. He graduated from Syracuse University and was married in 1955 to Helen (Banas) Reals. Robert was an art teacher for Jamesville Elementary School and then a member of the NYS Education Department before retiring in 1991. He was integral in the formation of the NYSS School in Media Arts, which was formed in 1976 and continues to nurture gifted high school students, over 45 years later. In addition to being a teacher and artist, "Bob"

was also inspired by gardening, genealogy and community service.

Bob is survived by his wife Helen (Banas) Reals, his long-time companion Lois McAllester; siblings, Janette "Peg" Chapman (Carl), Harold Reals (Annette), Nancy Freeman (David), and is predeceased by his brother Russell Reals (Mary Linda) all of whom remain Jamesville residents. Robert is also survived by his children, Robert Reals Jr, Gabrielle Reals, Rebecca Love, Nathaniel Reals, and Sara Bohn; twelve grandchildren, two great grand-daughters and several nieces and nephews.

The family invites all to all memorial related events. A ceremony: Saturday, May 21 at the Jamesville Community Church from 6PM to 7PM at 6300 East Seneca Turnpike (Rt. 173) followed by a Reception/Wake: 7PM to 9PM in the

Church's community room. On Sunday, May 22, from 8am to 8:30am, Bob Sr.'s ashes will be buried at Walnut Grove Cemetery in Jamesville.

In lieu of flowers consider planting a flower, vegetable, or tree in his memory. Donations may be made to [www.JamesvilleCommunityMuseum.com](http://www.JamesvilleCommunityMuseum.com) Cards can be sent to "Bob Reals Sr. Memorial"

4 A St. Concord NH 03301 or emailed to [reals48@msn.com](mailto:reals48@msn.com)





## The Basic Rules of Composition



The rules of composition are the same for video and photos, but like everything else, it's complicated. Put simply, the aspect ratio — vertical vs. horizontal dimensions — of still camera images is different from the aspect ratio of motion pictures.

The aspect ratio of 35mm film is 3:2, which is why you get a 4x6 inch print. The aspect ratio of most video is 16:9, which is much wider and not as tall. Since most small-budget movies are shot on 35mm DSLRs — yes, I know about your iPhone and your GH4 — this aspect ratio is a bit of an affectation left over from cinema. In the old days, you were actually exposing less film, but today you're just cropping the top and the bottom out.

A 16:9 frame means that landscapes look fantastic but putting a single person in the frame is more challenging. For the most part, people are vertical objects and most of your frame is going to be empty. So what do you fill the empty space with? That's composition.

**GO HERE for MORE from Kyle Cassidy for VIDEOMAKER:**

<http://www.videomaker.com/article/c02/18610-the-basic-rules-of-composition>



## April 2016

Highlights in this month's newsletter include:



[Key messages from Media & Learning 2016](#) by Kamakshi Rajagopal, Open Universiteit, Netherlands & Rebecca Poole, St Giles International, UK;



[School Education Gateway Poll on critical thinking and media](#) by the School Education Gateway Team, e-Twinning, Belgium;



[Second European Media & Information Literacy Forum 25 June, Riga](#)



[The First World War in Moving Images: European Film Gateway 1914](#) by Georg Eckes, Deutsches Filminstitut, Germany



[Top MEDEA awards go to Ireland and Switzerland](#)



[New player for learning with video](#)

*plus plenty of other news, notifications and announcements related to the use of media in education and training.*

[Read Newsletter PDF](#)

# 2016 Long Island MEDIA ARTS SHOW



Another successful year for the Long Island students at their annual Media Arts Show at Five Towns College in Dix Hills. Photos courtesy of the LI Media Arts Facebook page.

See more here: [www.facebook.com/LIMediaArtsShow](http://www.facebook.com/LIMediaArtsShow)

BRAVO, Long Island!!!!



Special thank you to our host,  
Westchester Community College

## 2016 Lower Hudson MEDIA ARTS SHOW



Claudia Abate, the 2016 LHR Show Coordinator



Gerry Maselli, WCC liaison and Tech advisor



Suzanne Paribello/ WCC Media volunteer,  
welcoming  
teachers and  
students to  
the show.



Chris Petruccio, John Jay HS (East Fishkill)  
Graduated SUNY Purchase and manages many  
successful YouTube channels; photographs and  
videos tech, cars, weddings and events. Returned  
to the Hudson Valley as our keynote dazzling students  
and teachers alike with his images for Ferrari, McLaren and  
Pagani. Chris studied Photo and Video with Robyn Talbot  
Howard.



Choosing 'Best in Show'





The 2016 Rod Serling Film Festival is now open. WSKG is accepting submissions through 5/27/16. Entrants must use the online submission form.

### **VISION**

This Festival is held in honor of Rod Serling and his work, which has had a lasting influence on the television industry and media creation. The Festival seeks to inspire the next generation of filmmakers.

### **BIOGRAPHY**

Rod Serling (1925-1975) is an American icon. An Emmy-award winning writer and producer, he was best known for his role as creator and host of THE TWILIGHT ZONE. His innovative work, infused with a sense of moral responsibility and artistic integrity, maintains a cult status. A native of Binghamton, NY, Serling spent his final years as a professor at Ithaca College.

### **HISTORY**

The Rod Serling Video Festival launched in 1995 and has welcomed hundreds of entries throughout the years. In 2014, Larry Kassan retired as Festival Founder & Director. WSKG Public Media assumed coordination responsibilities and the project was renamed.



The Festival is held in partnership with Binghamton City School District's Rod Serling School of Fine Arts, Broome County Forum Theatre, New York State Media Arts Teachers Association and the Serling family.

<http://wskg.org/education/calling-all-youth-filmmakers-rod-serling-film-festival-opens-for-2016/>



## New York State Summer School of the Arts School of Media Arts- June 26- July 22, 2016 SUNY Oswego

**Media Arts** is an intensive, immersion art making experience. Each student participates in a month of day-long creative workshops devoted to a particular discipline:

- \*16mm Filmmaking
- \*Digital Photography
- \*Electronic Sound Art
- \*Computer Animation/Intermedia
- \*Digital Video Art

### Portfolio Requirements:

In the area of **16 mm film or video**, one to three short works may be submitted (on mini-DV, DVD or via email link to the applicants work on youtube or vimeo with any necessary passwords) that best represent your skills and aesthetic vision. The work must be clearly identified in terms of your role in the creation of the work. If you created the work with several students, you must clearly state what work you did on the film or video.

In the area of **digital photography**, students will engage in computer editing. Some darkroom experience is desired but not required. Your portfolio should include at least ten, but not more than twelve, individual photographs. Students may submit their work electronically via disk or flash drive (JPEG files are preferred). Please note flash drives and disks will not be returned to students.

In the area of **computer animation and intermedia**, students should submit animations and computer based creative work. This include web site design, game design, drawings, paintings and/or graphic works created on computers and hybrid works involving some computer based component. Your portfolio should include at least five, but not more than fifteen, examples of works on disk, DVD, photocopy, or paper print.

In the area of **electronic sound** art students should submit works they best feel demonstrate their artistic interest. Students should submit sonic compositions, and/or performance recordings.

PLEASE NOTE! We welcome applications from students who have a strong interest in, but little or no firsthand experience with, any of our disciplines. A student who has no work to show in a particular discipline must write a sincere and compelling statement articulating her/his interest in devoting an intensive month to study. Such applications will be well served if they are accompanied by evidence of creative work in and dedicated study of some other creative medium. Acceptable "other" creative media include many disciplines: writing, poetry, sculpture, painting, drawing, theatre, voice, fashion, design. When a student is unable to submit work in the discipline to which she is applying, it is very important that a written statement articulate her interest in that discipline and her eager willingness to apply herself and learn.

More information here:

<http://www.oce.nysed.gov/nysssa/SMA/>

Forms here:

<http://www.oce.nysed.gov/nysssa/SMA/application.html#ApplicationForm>



# BACK TO SCHOOL

<http://www.imagechaser.com/summer-fun-photography/?cid=eml-0715-imgchaser-article1-lm>

Remind your students of the year-round opportunities that await them in their communities.

Lower Hudson / Poughkeepsie area

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

Buffalo area

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

Lower Hudson / Westchester / Rockland

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

Larchmont-Mamaroneck Community Television **[www.lmctv.org](http://www.lmctv.org)**

What local opportunities are available to your students???

## 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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Eric Heyworth

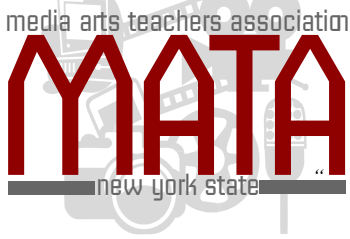
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*Lower Hudson*



# 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](http://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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| Michael Witsch    | mjwitsch@optonline.net    | Lower Hudson |



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