

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.

OCTOBER / NOVEMBER 2016

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Happy Halloween



"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



Happy Thanksgiving

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

**FREE MEMBERSHIP
EXTENDED**

Spring Media Arts Shows Standards News NYSSSA Media Arts Membership

The Media Arts Shows have been announced; reserve your bus and file your forms early. These shows are a unique opportunity for your students to show their work, be inspired by the creativity of others, get audience feedback, engage in 'shop-talk', and learn from workshops and guest-presenters. Teachers enjoy networking with colleagues from neighboring schools.

Lower Hudson = March 14	Westchester Community College
Western New York = March 17	SUNY Buffalo (UB)
Long Island = March 31	Five Towns College
NYC = TBA	Museum of the Moving Image
Capital Region = April 5	Niskayuna High School

Once AGAIN, adjudication for the NYS Summer School of Media Arts applicants will be via the website or mail - in; adjudicators WILL NOT attend the shows. <http://www.oce.nysed.gov/nysssa/media-arts>

Ghenn Dennis, formerly the film and video instructor for Summer School will be the Artistic Director for the 2017 NYSSSA Media Arts, replacing Bob Harris who is retiring.

Robyn Talbot will attend the NYSATA convention in November to sign - up new NYSMATA members and update current members' information. Be sure to look for her and say "Hello"; tell your colleagues also. NYSATA Conference dates are November 18-20, 2016 / Desmond Hotel and Conference Center, Albany.

Regarding the preliminary review of the standards draft for media arts; NYSED has chosen 5 NYSMATA members to participate in the first review. They have been notified by NYSED of their selection and the review process will begin as soon as the 'wordsmiths' complete their work on the draft document.

Take a Look

THE WHITE HOUSE STUDENT FILM FESTIVAL 2016 FINALISTS

This past summer, students from all across the country were invited to submit their creative work for the third annual White House Student Film Festival, themed “The World I Want To Live In.” “We wanted today’s youth to tell us what they hoped the future would hold for us—Sci-fi lasers? Flying cars? Yourself as President?—in the form of a short film.”

Take a look at the finalists and honorable mentions: <https://www.whitehouse.gov/filmfest>
You may want to bookmark the site and check back in spring 2017 for the 4th annual theme and entry forms.

Color Infrared

courtesy of Robyn Talbot / John Jay High School / Lower Hudson
and her students



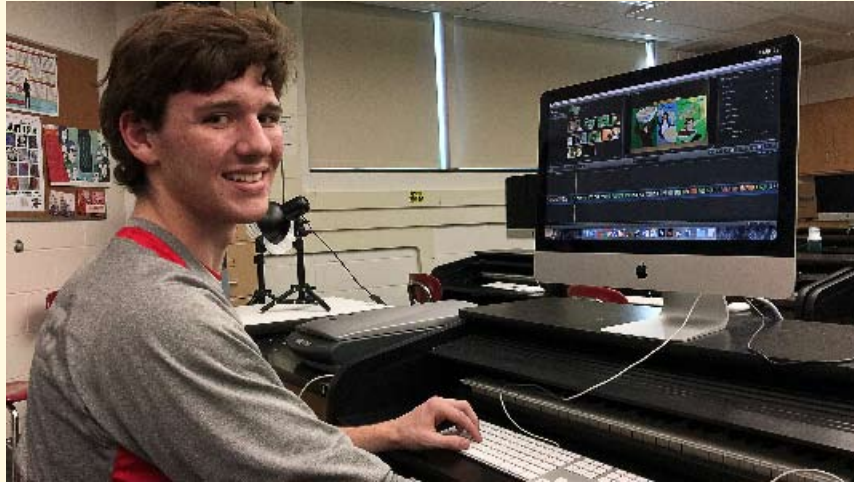


Madison M. John Jay High School



Catarina C. John Jay High School

NISKAYUNA HIGH SCHOOL FILMMAKER RECEIVES “PRIZES” IN HIS BOXES OF CEREAL



Niskayuna High School filmmaker Evan Pritchard received the “Best Film” award in the 9-12 category for his stop-motion short film, *Les Milkerables* at this year’s Rod Serling Video Festival. The film has also been selected to be screened at Reel Expressions International Youth Film Festival in Poughkeepsie in November.

Les Milkerables tells the untold story of what happens with the unwanted cereal box left in the cabinets of Jerry’s kitchen. The three cereal boxes try to get the attention of their “human” (Jerry) by any means-to no avail. They soon come to realize, for their plan to work, it has to be Jerry or them!

Evan is a student in Steve Honicki’s Advanced Studio in Film class at Niskayuna High School where he created *Les Milkerables*. Here is an excerpt of Evan’s interview with WSKG where he discussed his inspiration and process for making the film:

“When I think of animation my mind goes straight to Pixar, and 9 times out of 10 I think of my favorite Pixar film, Toy Story. It was my favorite movie as a kid and instilled in me the child-like question, “Does every object come alive when we leave it alone?” So with that question in mind, and me thinking about the bowl of Lucky Charms that I didn’t get to have that morning since I skipped breakfast, Les Milkerables was created.

The script was the first thing I did and then re-did and then re-did again. There were multiple re-writes of the dialog and story so it had to be perfect. My previous projects didn’t include dialog for this exact reason. When I finally did finish the script, I then had to create and design my characters out of scratch. Luckily, the art department at Niskayuna High School is amazing! I was able ask a friend (Jackie Budka) to draw the characters for me. I gave a description of what I wanted and within a few days she gave me exactly what I wanted. I then took the drawings and went over them in Adobe Photoshop to create the final result. The whole pre-production process of the film was the longest and most intense I’ve ever done for any film. All in all the entire production took about 6 months to complete.”

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.

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.

The Festival is made possible by the 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.

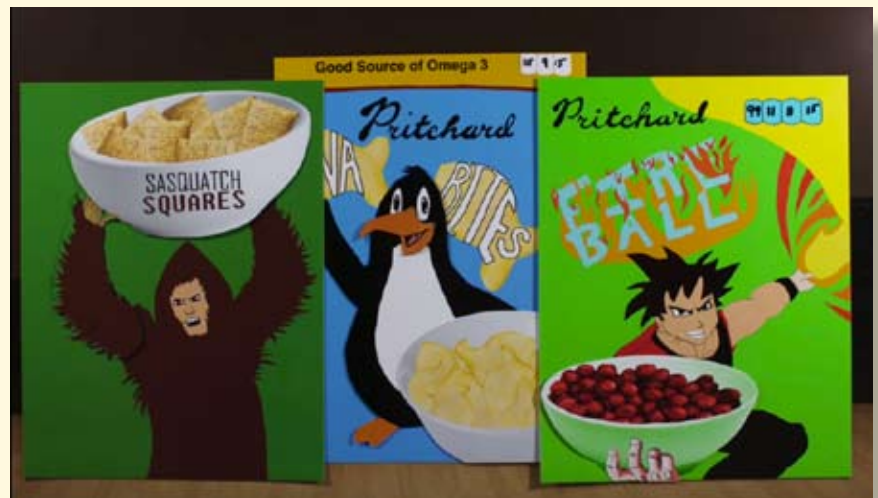
These films premiered via web & social media throughout the fall and were featured at [The Art Mission & Theater](#) in Binghamton, NY on October 16, 2016.

The Reel Expressions International Youth Film Festival is an exhibition of youth-produced films annually hosted by Spark Media Project. Beginning in 2013, this youth showcase encompasses each of Spark's goals: to encourage youth creativity, to invigorate the local community through the arts, and to showcase the incredible work done by this next generation of media-makers. The festival features youth-produced films – narratives, animation, experimental and documentary – from youth both local and from around the world!

The selected films will be shown on November 4, 2016 at the Bardavon 1869 Opera House in Poughkeepsie. Doors open and Interactive Stations begin at 5:30 PM . Film Screenings and Awards begin at 6 PM.

Les Milkerables has also received awards and accolades in the Capital Region Media Arts Festival (Best Animation – Stop-Motion), Ballston Spa Film Festival (Juried Selection), Direct Monthly Online Film Festival, All American High School Film Festival (Juried Selection), and Los Angeles CineFest (Semi-Finalist).

Evan Pritchard is a senior at Niskayuna High School in Niskayuna, NY. He has a strong passion for storytelling and the art of film, which he is able to explore through the filmmaking program through his high school. He hopes to one day make his hope and passion into his career. Evan was inspired for this film through the idea of inanimate objects coming to life when no one is looking combined with a problem most households experience. Using the stop motion animation techniques, paper cut outs (most notably associated with Monty Python) he was able to tell his unique story.



Evan plans on continuing his studies in the media arts at the college level next September.

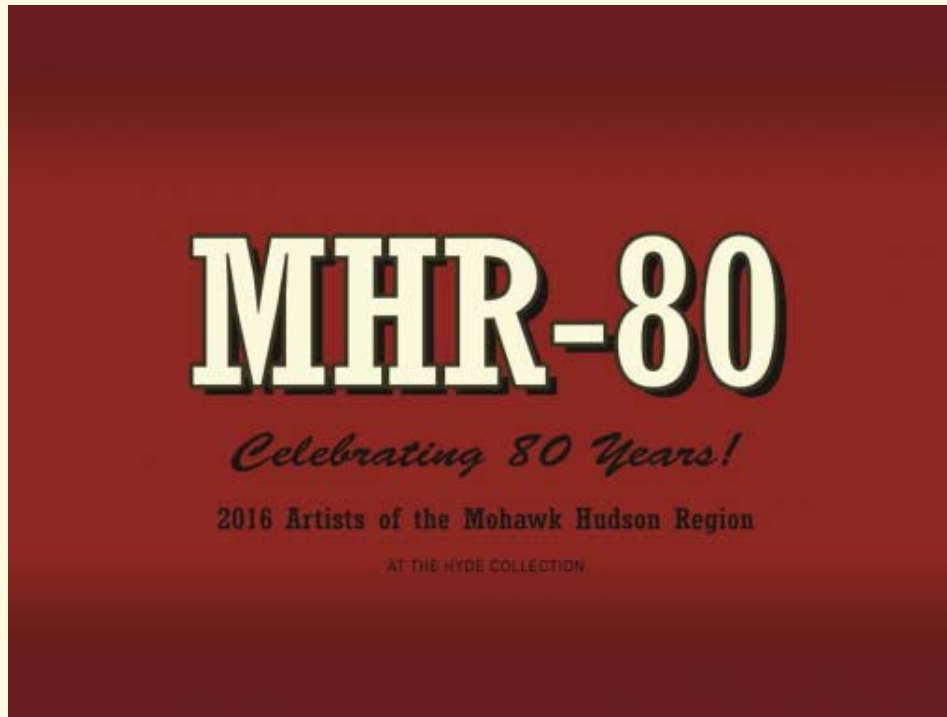
For more information on the Rod Serling Film Festival and the Reel Expressions International Youth Film Festival; along with viewing this award-winning film online, see the links below:

<http://wskg.org/education/2016-winners-announced-in-rod-serling-film-festival/?c=education>

<http://sparkmediaproject.org/programs/re16/>

<https://www.youtube.com/user/NHSshortcuts/videos>

CONTACT: Stephen Honicki
TEL. 518-928-0971 OR 518-382-2511 EXT. 21737
E-MAIL: shonicki@niskyschool.org



Please join Steve Honicki (Capital Region) in celebrating his inclusion in the 2016 Exhibition by Artists of the Mohawk-Hudson Region currently on display at the Hyde Collection. The museum is located at 161 Warren St, Glens Falls, NY 12801.

One of Steve's photographs from the series, "A Solitary Man", was chosen from 274 artists who submitted work for consideration.

Exhibition Dates: October 30 - December 31, 2016.

This year marks the 80th anniversary of the Artists of the Mohawk Hudson Region. The Hyde is celebrating this special occasion with a campus-wide exhibition juried by Michael Oatman, artist and associate professor at Rensselaer Polytechnic Institute in Troy, New York. Beyond work for The Hyde's Wood Gallery, this year, Oatman and the Museum accepted proposals for interventions in Hyde House as well as sculpture on the grounds.

The Mohawk Hudson Regional provides a leading benchmark for contemporary art in the Upper Hudson Valley, and artists living within a 100-mile radius of Glens Falls and the Capital Region were invited to submit works for the juror's consideration. Founded in 1936, Artists of the Mohawk-Hudson Region is the oldest running regional juried show in the country.

ADMISSION HOURS AND RATES

Tuesday - Saturday: 10 am - 5 pm

Sunday: 12 noon - 5 pm

Closed to the public on Mondays, Tuesdays, and Major Holidays

The Second Sunday of each month is free for everyone.

Wednesday are free for seniors.

Members: Free

General Admission: \$ 15

For more information, please see The Hyde Collection website at www.hydecollection.org or call the museum at 518.792.1761.

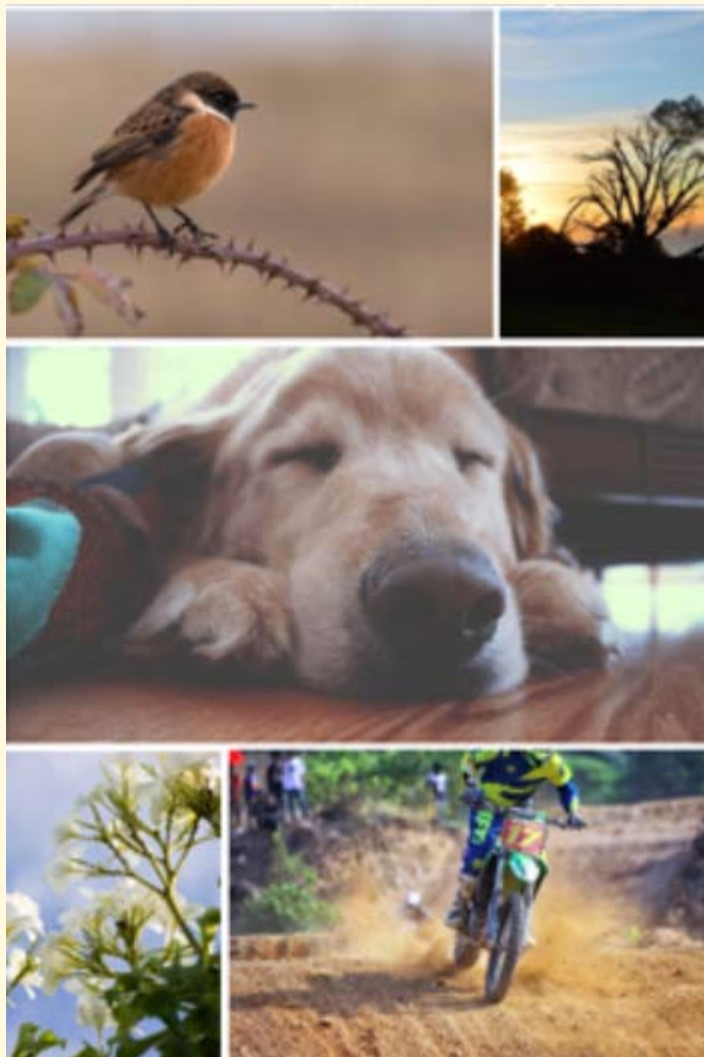
We hope you get the chance to see this exciting annual exhibition of contemporary art from the region.



One of the biggest deterrents for YouTubers out there is budget. The equipment needed to shoot videos and take it through post-production can be costly. If you want to step up the quality of your work and present stunning professional looking videos online, it's possible to do so without breaking the bank. In fact, you can do it for free.

Free Online Resources to Elevate Your Video

<http://001b.youtubermagazine.com/14/>



“Videomaker monthly magazine and website is a rich resource for media arts teachers: image and sound recording and editing skills, new technology, equipment reviews, how-to videos and more.”

Opportunities In Your Community

<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>

www.lmctv.org
Larchmont-Mamaroneck Community Television

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

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://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 OFFICERS

Michael Witsch / Margaret Mealia
Robyn Talbot - Howard
Claudia Abate
Mike Townsend

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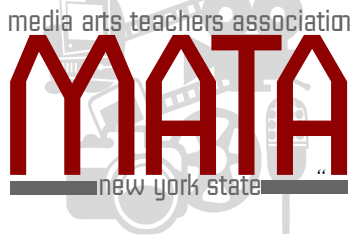
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NYC

Michael Witsch

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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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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.