

media arts teachers association



# NEWSLETTER

### In This Issue

- WANTED
- Media Arts show dates
- Student Filmmaker, Jad Jacob
- Rod Serling Film Festival
- PBS
- Regional Opportunities
- MATA Officers
- Resources

*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.*

*Merry Christmas  
Happy Chanukah  
Happy Kwanzaa  
Happy New Year*

## WANTED

### STUDENT MEDIA ART WORK

Media	Due Date
Digital Photography	2/2/2017
Wet Process Photography	3/23/2017
Computer Art	4/6/2017
Video et al	5/4/2017

- 2D work must be submitted as jpeg / include release with entries
- Submit Vimeo or YouTube address for videos, animations and sound / include release with entries
- Teacher must be a registered member of MATA
- Teachers may submit up to five 2D entries and three video, animations and sound entries

"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*

**Free  
Membership  
Extended**

## REWARD

**\$25.00**

**BEST IN EACH CATEGORY**

AND

Publication in the Newsletter

# The 2017 Media Arts Shows

Join your local chapter of **MATA** for a unique opportunity for your students to show their work, to be inspired by the creativity of others, get audience feedback, for you to engage in 'shop-talk', while everyone learns 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 = March 16	<b>TBA</b>
Capital Region = April 5	Niskayuna High School

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://http://www.oce.nysed.gov/nyssa/media-arts>

Applications for the 2017 School of Media Arts are currently being accepted

## Show Coordinators

Contact your show coordinators for more information

[Elizabeth Randell](#)

ERandell@tona.wnyric.org

*Western NY*

[Steve Honicki](#)

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*Capital*

[Carol Brown](#)

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*Long Island*

[Eric Heyworth](#)

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*NYC*

[Michael Witsch](#)

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*Lower Hudson*

## DISCOVER THE PAST THAT DESTROYED THEIR FUTURE

*NISKAYUNA HIGH SCHOOL FILMMAKER LAUNCHES PREQUEL TO HIS POPULAR INDIE WEB-SERIES, OPUS 12*



**Filmmaker Jad Jacob**, best known for his serialized drama, *Opus 12*, has created a new movie set in the same universe, telling the tale of how the *Opus Academy* came to be, 15 years before the events of his initial indie web series.

*Belwatch* stars Josh Powell and Matt Mitchell as Julius Jackson and Richard Malvin, two great minds who slowly turn from friends to enemies as the politics of their community dissolve around them. The prequel has many clear tie-ins to the series: Julius Jackson is the father of *Opus12*'s protagonist, Vincent Jackson (Ethan Schalekamp); Richard Malvin is better known in the future as Dr. Malvin (Stephen Honicki), the sinister and elusive Head of the *Opus Academy*, who tries to defy Vince and the students' rebellion at every turn.

Unlike *Opus 12*, which is filled with comedic characters, light-hearted romance, and many

familiar aspects of teenage angst, *Belwatch* takes a notably darker, more "mature" tone. The characters are about a decade older than their *Opus* counterparts, and rather than a comedy-slash-drama-slash-coming-of-age-story, the prequel movie is best classified as a political thriller.

Each of the seven characters in *Belwatch* (as opposed to the thirty characters in *Opus 12*) has an important part to play in the story of how the *Opus* comes to be. When Vendla Caesar (Maria Andreoli) is mysteriously killed at a rally, the committee she was a part of must elect a new Head Chief of their small safe-zone community, *Belwatch*. To Richard Malvin's dismay, the committee votes for Julius to replace Vendla instead of him. This event is the first of many political moves attempted by Malvin and the mysterious New World Safety Association, or NWSA, in their attempts to seize power at *Belwatch*. Siblings Esther and Octavian Crane (Mia Badalucco, Alex White) take opposite sides on the committee when it comes to finding new ideas to help improve *Belwatch*; Julius' best friend Marcus Nero (Tyshawn Fennell) finds internal conflict in standing with Julius, as Julius continues to stand

closer and closer to Malvin—whose ulterior motives remain unrecognized by the committee, and the audience, until the final act. Meanwhile, Julius’ relationship with Celine Roberts (Sam Sanborn) flowers over the course of the film, as their romanticism echoes that of their future children at the Opus. Meanwhile, Malvin looks on with intent at Julius and his plans...

With a shocking twist ending and tons of questions to be asked even after the credits roll,



*Belwatch* is a film best watched twice, and with an open mind both times. The story of how the Opus Academy came to be is not necessarily the one that Opus 12 fans would expect, yet it is the compelling story that creator Jad Jacob had planned out all along. Jacob has even dropped multiple hints as to the plot and secrets of *Belwatch* in the series finale of Opus 12; blink and you’ll miss it, but the seeds of the prequel film had been planted into the series months before filming even began.



With a true passion for the arts, Jad Jacob has

spent his whole life playing piano and drums; composing original music to score his films; and acting, singing, and dancing in school plays and musicals with the Music program and Drama Club (This year he is the co-President!). His interest in the written work has provided opportunities to write within a variety of different genres - from scripts, to plays, to musicals, to self-publishing a book of poetry at age nine and completing a 70,000-word novel entitled *Forgotten*, which he later condensed into a five-minute short film he produced at a film summer camp at the College of St. Rose. Jacob hopes to continue studying film (as well as music) in college.

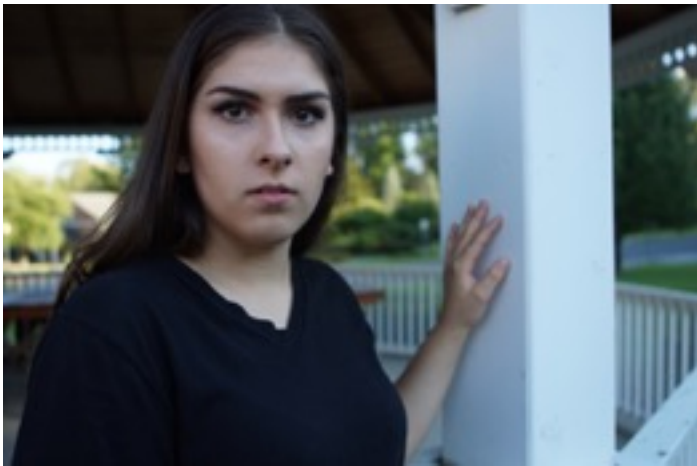


To view all of Jacob’s work, from Opus 12 to *Belwatch* to other films he has made and music he has written for them, check out his official films website ([www.jadjacobfilms.com](http://www.jadjacobfilms.com)). You can also get the latest information on upcoming projects, cast news and a few “teasers” on his YouTube (<https://www.youtube.com/JadJacob>) and Vimeo channels (<https://vimeo.com/jadjacob>), his Facebook page (Jad Jacob Films), and Instagram (@jadjacobfilms).

*Belwatch* premiered as a full-length film on Monday, November 7<sup>th</sup> in the Niskayuna High School Auditorium. *Belwatch* will launch online this Thanksgiving, in three parts on Jacob's You Tube channel

Contact Info: **Stephen Honicki Niskayuna High School Niskayuna High School**  
[shonicki@niskyschools.org](mailto:shonicki@niskyschools.org) [jadjacob@gmail.com](mailto:jadjacob@gmail.com)  
(518) 928-0971

**Jad Jacob**  
Media Arts Educator Filmmaker/Writer/Actor/Composer  
(518) 366-6220



**The Rod Serling Film Festival 2017** is accepting submissions through 5/26/17. Please announce to your students and go to the website for details.

**THE ROD  
SERLING  
FILM FESTIVAL  
2017**

Open to youth  
in grades K-12

Accepting  
entries  
through  
5.26.17

For more  
information visit  
[wskg.org/filmfest](http://wskg.org/filmfest)

**CATEGORIES**  
Abstract/Experimental  
Documentary  
Fiction/Story  
SciFi/Fantasy  
Social Commentary

**AWARDS**  
Best in Show  
Entrant Levels  
Spirit of Serling

*INSPIRING THE NEXT GENERATION OF FILMMAKERS*

**WSKG**

This page will be reserved in each issue for  
**RESOURCES for MEDIA ARTS TEACHERS**  
that nys**MATA** members wish to share.

*The AFI Screen Education Center seeks to transform American education in an era increasingly shaped by visual media and advanced technology. AFI's pedagogy empowers educators and all kinds of learners to master the skills needed for living and working in the 21<sup>st</sup> century."*

The handbook is FREE.

<http://www.unitedstreaming.com/videos/42845/D2B15956-1279-3B00-CD01B9EA8FD93498.pdf>



**films BYkids** pbslearningmedia.org/collection/films-bykids/

**www.pbslearningmedia.org**

- **Free** service for K-12 classrooms
- **Thousands** of innovative, standards-aligned digital resources, compelling student experiences, and professional development opportunities
- **Purpose-built:** short video clips focus on specific ideas or concepts
- Designed to **support, not supplant,** classroom curriculum
- **Support materials** include discussion questions, informational texts, suggested activities, and teaching tips

**WNET THIRTEEN**

IT'S EASY TO SHARE A FAVORITE OR NEW RESOURCE: Send a link with a note to our newsletter editor, Margaret Mealia. [Mealia.mata@gmail.com](mailto:Mealia.mata@gmail.com)

# 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/Bufferalo area](http://sparkmediaproject.org/programs/Bufferalo%20area)**

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

Lower Hudson / Westchester / Rockland

**<https://education.burnsfilmcenter.org/educationwww.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?



# NYS **MATA OFFICERS**

Michael Witsch / Margaret Mealia	Co-Presidents
Robyn Talbot - Howard	Vice President
Claudia Abate	Secretary
Mike Townsend	Treasurer
Domenic Licata	Webmaster

# NYS **MATA REGIONS**

## **Acting Directors**

<u>Elizabeth Randell</u>	ERandell@tona.wnyric.org	<i>Western NY</i>
<u>Steve Honicki</u>	SHonicki@niskyschools.org	<i>Capital</i>
<u>Keith Rosko</u>	ROSKOK@cforks.org	<i>Central NY</i>
<u>Carol Brown</u>	cbrown@esboces.org	<i>Long Island</i>
<u>Eric Heyworth</u>	ericvcr@aol.com	<i>NYC</i>
<u>Michael Witsch</u>	mjwitsch@optonline.net	<i>Lower Hudson</i>

## other **RESOURCES**

### **FILMS BY KIDS**

<http://ny.pbslearningmedia.org/collection/films-bykids/>

### **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 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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Mmmmm...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
Steve Honicki	SHonicki@niskyschools.org	Capital
Keith Rosko	ROSKOK@cforks.org	Central NY
Carol Brown	cbrown@esbooces.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.*