



NEWSLETTER

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Happy New Year

APPLY to NYSSSA NOW

[www.oce.nysed.gov/nysssa/
media-arts](http://www.oce.nysed.gov/nysssa/media-arts)

"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**

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.

About the NYS School of Media Arts

The goal of the summer program is to develop each student's creative process. All students work on the creation of personal, meaningful, increasingly complex, artistic statements, while emphasizing ideas, curiosity, discovery, critique, and the discipline of engaged creative exploration.

With extensive viewings and discussions of work, each class includes a strong foundation in the history of its medium. All classes teach fundamental, formal, esthetic principals. Classes also involve extensive teaching of the technical skills associated with each individual discipline. The first 2 1/2 weeks are generally spent learning foundations, history, technical skills, and completing assigned exercises. The final week and half is spent developing and finishing individual final projects.

Encourage your students to be part of this inspiring adventure in the cutting-edge fields of video, filmmaking, photography, electronic sound art or computer graphic arts in the School of Media Arts. Intense focus, motivation, and commitment in this program is required. The reward will be exciting and challenging classes, work sessions, critiques, lectures, field trips, and presentations by visiting artists.

While the curriculum stresses creative production, it is not exclusively goal-oriented. Exploration, experimentation, and discovery are stressed. The process - an awareness of the avenues of discovery and stimulating detours - is as important as product.

Ghen Zando Dennis, a nationally known media artist, is the Artistic Director of the School. She has assembled a [faculty of outstanding media artists](#) for the program.

Program Dates and Host College to be announced in February 2017.

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 | The Alamo Drafthouse |
| 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/nysssa/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

Steve Honicki

Carol Brown

Eric Heyworth

Michael Witsch

ERandell@tona.wnyric.org

SHonicki@niskyschools.org

brownie@optonline.net

ericvcr@aol.com

mjwitsch@optonline.net

Western NY

Capital

Long Island

NYC

Lower Hudson

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

Follow this link for Stop Motion Animation

<https://youtu.be/TWKSvX1hgXo>



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

Send your entries to Mike Townsend at
matatown@gmail.com

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

REWARD

\$25.00

BEST IN EACH CATEGORY

AND

Publication in the Newsletter

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?

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

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

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> | brownie@optonline.net | <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

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 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:

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@esboces.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.