

media arts teachers association



NEWSLETTER

In This Issue

- Media Arts pre show news
- The Squeaky Wheel
- Award Submissions WANTED
- Rod Serling Film Festival
- 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.

About the nysMATA sponsored Media Arts Shows

Lower Hudson Region

High School students in the Lower Hudson Valley will exhibit their media art work at the Youth Media Arts Show, **Tuesday, March 14, 8:15am - 1:30pm** at Westchester Community College, Valhalla.

Photos, films, videos, computer art, website designs, multimedia, sound, and other related media art forms are all eligible for the show. Producers of high-quality work will receive Exemplary Media Arts Awards.

This year's keynote speaker will be Casey Silvestri, a two-time New York Women in Communications scholarship recipient and former intern for the Today Show and NBC News.

For more information about the show:

<http://lowerhudsonregionnysmata.weebly.com>

NYC Region

On **Thursday, March 16, 2017**, a unique event will take place in our media-rich city. Students from New York's high schools and middle schools will come together in New York's newest and most innovative theater, THE ALAMO DRAFTHOUSE, to share the varied media works they have created. This is the annual 2017 New York Youth Media Arts Show, where students show their creations in film, video, photography, and computer multi-media from **10 a.m. to 2p.m.**

Past guest speakers include media creators such as Spike Lee, LL Cool J, the anchors of New York's news stations, and pioneers of computer animation, Ice Age/Rio from Blue Sky Animation) have come as coaches inspiring tomorrow's media makers with their talks. email ERICVCR@AOL.com (Eric Heyworth) for more information.

APPLY to NYS Summer School of the Arts NOW

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
nysMATA
Membership
Extended**

Western NY Region

The **WNY Regional Media Arts Show** has taken place at **UB** since the Summer School of Media Arts emerged under the guidance of Gerry O'Grady in the Department of Media Study in the early 1970s. In addition to screening student video, animation and print work, the one-day event has featured hands-on media workshops for students and teachers, and tours of the **Departments of Visual Studies and Media Study**. The event attracts between 150 to 225 students from high schools as far away as Jamestown to the south and Lewiston-Porter to the north.

In 2014, the **University at Buffalo Departments of Visual Studies and Media Study** announced the 1st Annual High School Media Arts Juried Exhibition to coincide with the annual Media Arts Show. This successful partnership continues as a weeklong Juried Exhibition, that attracts an even larger number of students from a wider range of schools, while encouraging them to produce their best work for public display. Join your colleagues and their students for this year's event on **Friday, March 17**. *Contact Domenic Licata <dom@licatadesign.com>, Mike Townsend <matatown@gmail.com>, Elizabeth Randell <ERandell@tona.wnyric.org> for more information.*

Long Island Region

The Long Island Media Arts Show is scheduled for **Friday, March 31, 8:30am to 1:30pm** at [Five Towns College, Dix Hills](#). More than 600 students representing over 25 high schools from throughout Nassau and Suffolk counties attend the show each year. Students present their original video productions, photography and digital arts portfolios. Evaluators meet with students to provide constructive comment on the work. The show is an exciting educational event with amazing creative energy. For registration info see our webpage: www.esboces.org/Page/306

Capital Region

<u>Media Arts Festival 2017 (Niskayuna HS)</u>	
October 28, 2016	Registration form due with \$40 entry fee - Please make check payable to NYSATA
March 17	Electronic Submission of inventory to kjones@niskyschools.org RSVP for school attendance at Daytime Festival.
March 22, 23	Drop off of Inventoried artwork to Niskayuna HS. Please allow time to check in and number artwork. Art Resource Office F139 7:30am-4:00pm or by special arrangement
April 3-May 5	Hard Copy Artwork on Exhibit in Nisk-Art Gallery
April 5	Daytime Festival and film/digital screening 9am-1:30pm. <i>Please RSVP for event by March 17th.</i>
April 12	Evening Reception 5:30-6:30
May 10, 11	Final Pick Up – Niskayuna HS Artwork can be delivered to CAAS meeting on 5/12 with prior arrangements.

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/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

SHonicki@niskyschools.org

Capital

Carol Brown

brownie@optonline.net

Long Island

Eric Heyworth

ericvcr@aol.com

NYC

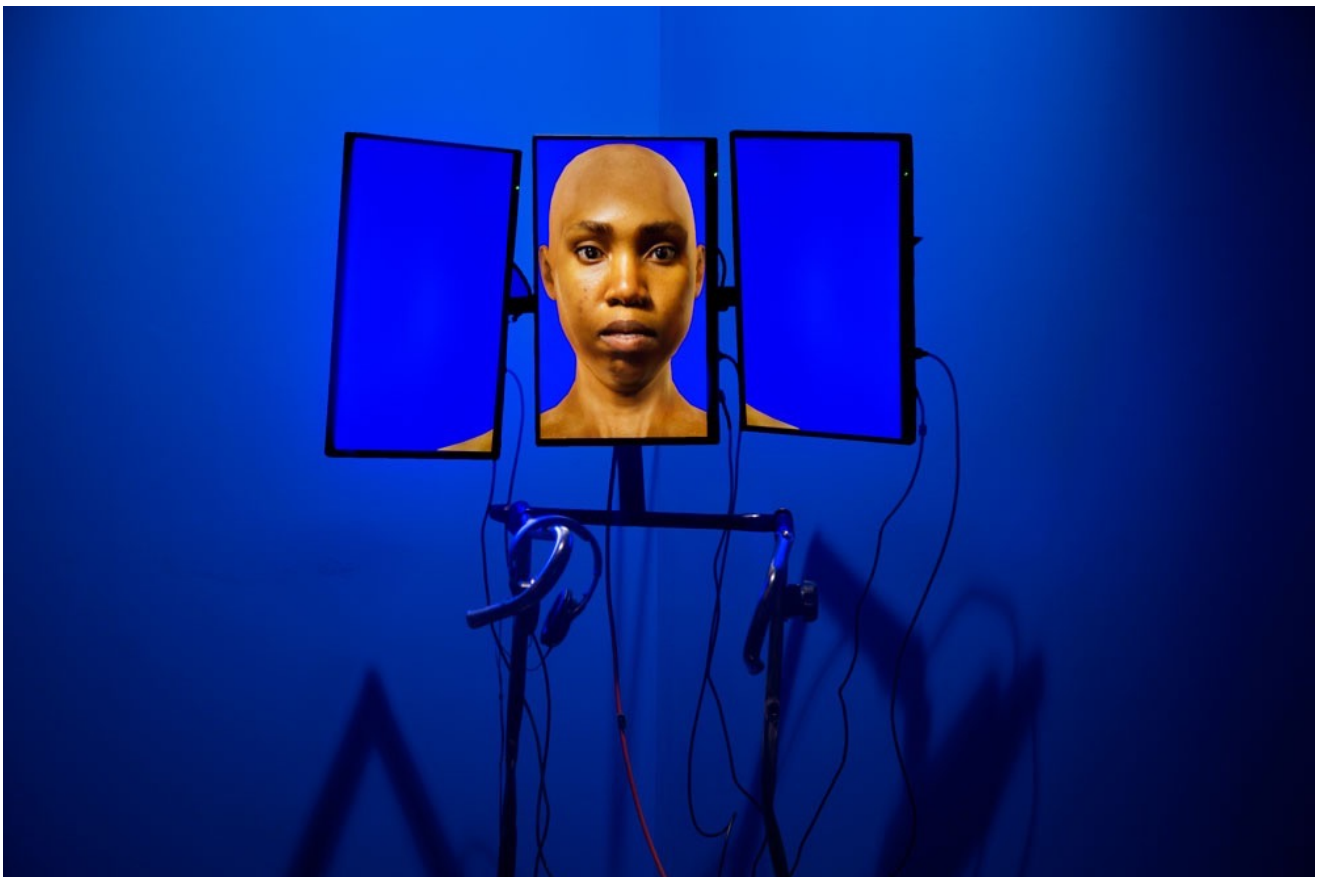
Michael Witsch

mjwitsch@optonline.net

Lower Hudson

The Squeaky Wheel

Kevin Kline, Director of the Squeaky Wheel In Buffalo, NY has announced that they are showing "Flesh Out" by Sondra Perry. Kevin notes that this would be a great opportunity for students to engage with the contemporary emerging media arts. He reports, "not only does this show address our relationship to technology and it's short comings but it also delves into the complexities of race and representation in relationship to social media and technology". If you would like to arrange a field trip, contact Kevin and he would be happy to provide an educational and informative tour and discussion about the works in the show. This is a wonderful exhibition to discuss media literacy and the use of the arts to explore complex issues. Go here, <http://squeaky.org/event/sondra-perry-flesh-out/2017-01-20/>, to the description of the show and works on the website as well as <https://squeakybuffalo.tumblr.com/post/156322710951/figure-vs-ground-white-vs-black-blue> for the exhibition and works included. The trip is free of charge and the show is on view until April 1st.



Kevin Kline Director of Education
Squeaky Wheel Film & Media Art Center
NEW LOCATION: 617 Main Street, Buffalo, NY 14203
NEW HOURS: Tuesday-Saturday 12:00-5:00pm NEW SITE: www.squeaky.org
SAME OFFICE NUMBER: [716-884-7172](tel:7168847172)

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

5 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

<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.

wskg.org/program/rod-serling-film-festival/

NYS **MATA OFFICERS**

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

MATA officers are elected to serve a four year term but remain in office until new officers take their posts.

Fill out the nomination form if you are interested in serving or wish to nominate a colleague.

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>

media arts teachers association



Return this form via email to:
Michael Witsch <mjwitsch@optonline.net>

Dear NYSMATA Member:

We are currently seeking nominations for the Board of Directors and the office of Co-President of the New York State Media Arts Teachers' Association.

Candidates should provide the following information.

Name

Home Address

Home Phone

Mobile

Home e-mail

School District / Institution

School Address

School Phone

School e-mail

NYSMATA Region / LI NYC LHR CNY Capital WNY

I am interested in serving:

- on the Board of Directors
- as a Co-President
- volunteer to serve in your region

Media Arts Courses that you teach / areas of expertise

Please describe your participation in your region's annual Media Arts Show (Festival) usually held in March or April. Include committees you have served on and number of years you have attended the show with students.

List acknowledgements, awards or honors you and your students have received in the Media Arts

What is your vision for the future of the NYS Media Arts Teachers' Association, in your region and state-wide?

Duties and Responsibilities:

Members of the **Board of Directors** set policy and promote the association's philosophy and by-laws.

The **Co-Presidents** work collaboratively, maintain contact with the regional directors and are the liaisons with the NYS Office of Special Projects / the Summer School of the Media Arts. The Co-Presidents represent the NYSMATA membership at NYSED meetings and conferences. They also oversee and edit the monthly/ bi-monthly newsletter.

The **Vice President** as an assistant to the Co-Presidents, maintains contact with the Regional Directors and solicits news from the membership for publication in the newsletter. The Vice President may be called upon to represent NYSMATA at meetings and functions when the Co-Presidents are unavailable.

The **term of office** for all positions is four years and officers may serve multiple consecutive terms as elected by the membership or until newly elected officers assume their post. Past officers receive the title "Emeritus" and as such serve as consultants and historians.

media arts teachers association



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:

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.

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://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>