



# NEWSLETTER

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*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.*

## LOWER HUDSON MEDIA ARTS

“Stella” may have put a bit of a crimp in the LHR Media Arts Show, forcing a cancellation for the first time. However, as is the Lower Hudson tradition, students submit work prior to the show, for adjudication and selection for awards.

The LHR show always begins with a slideshow of the “Exemplary Award” - winning 2D work and screening of the similarly awarded videos. Seeing the work projected on the huge screen in the theater at the Westchester Community College is a very powerful moment for the students. The gallery exhibit adds to the experience.

Although we will miss that this year, we have taken advantage of the internet and posted both the slideshow and video reel for the students who planned to attend the show and also for those of you in other regions to see.

**2D Slideshow** <https://www.youtube.com/watch?v=sEMS5vCAVp4&list=PLg4nIFR2Pz1W4XPTk6avRz0NfbD3lrFNQ&sns=em>

**Video Reel** <https://www.youtube.com/watch?v=xIE3jtEFTF0&list=PLg4nIFR2Pz1UynaKVYJ7IWu3CtYJHIm3T&sns=em>

AND — a taste!



**APPLY to NYS Summer School of the Arts NOW**

[www.oce.nysed.gov/nyssa/media-arts](http://www.oce.nysed.gov/nyssa/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**



Shawna Smith / Kingston HS



Gigi Lam / Pearl River HS



Angelique Sarro / Byram Hills HS



Caroline Mooney / Westlake HS

# Announcing the Western New York Flick Fest

Hello Colleagues and Filmmakers,

I am pleased to announce the call for work for the 17th Annual Nichols School Flick Fest Student Film and Video Festival. The Festival accepts entries by middle and high school students from all over Western New York. Student work submitted to the festival is judged by a panel of student filmmakers and curated into a single evening screening.

Participation in the Flick Fest gives student filmmakers the opportunity to showcase their work to a Western New York audience, meet fellow filmmakers, and view work by their filmmaking peers. The festival committee works to make the evening entertaining and informative. In addition to the screening, a few entries are singled out to receive awards.

This year's Flick Festival will take place on **Thursday, April 27th at 7pm** at the North Park Theater in Buffalo, New York. The event is free and open to the public.

The deadline for all entries is **Thursday, April 6th**. The entries must be sent in using a flash drive, USB, or Dropbox, We-Transfer file. Entries must be under five minutes in length; however, excerpts of longer pieces will be considered.

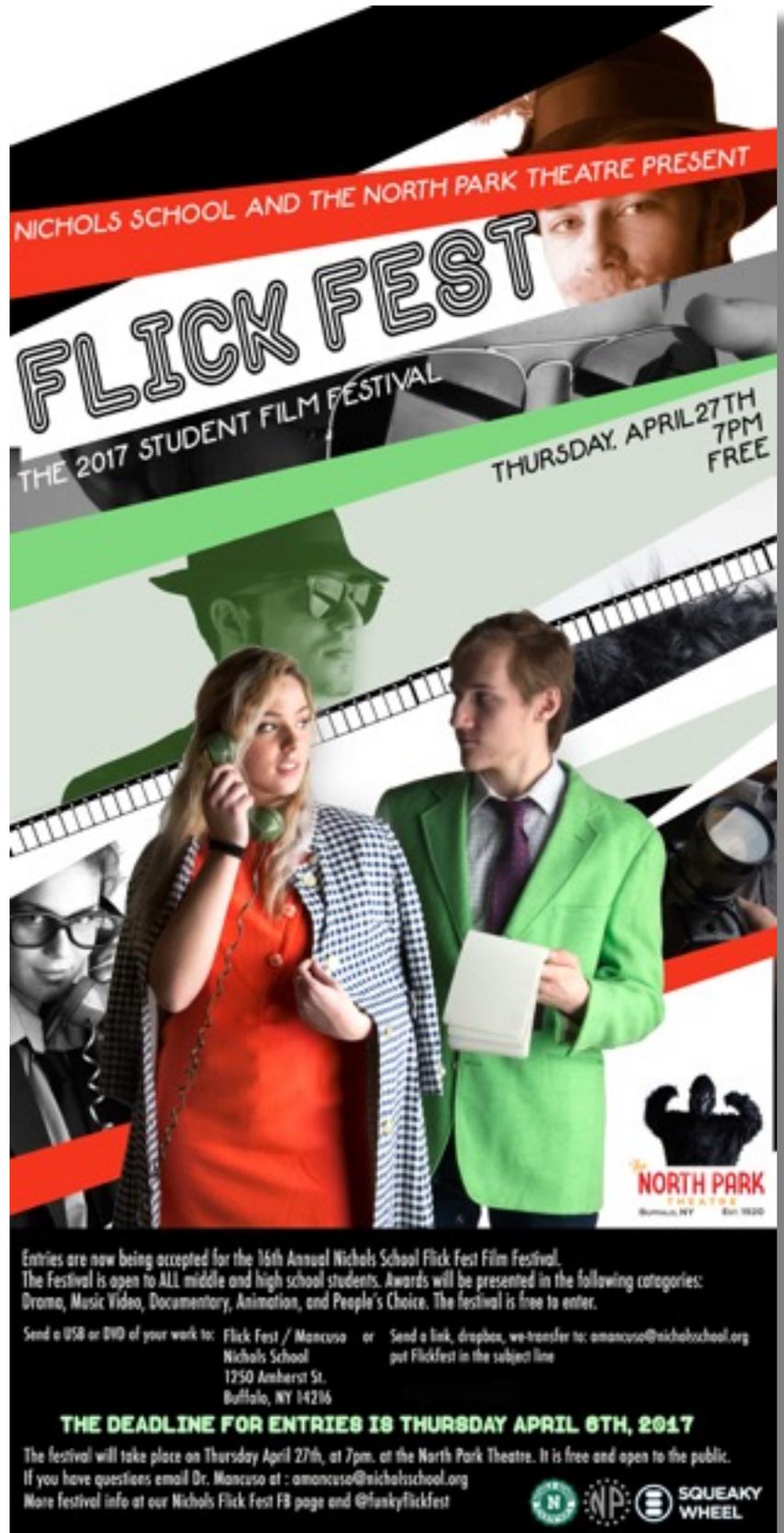
Thank you,  
Andrea Mancuso  
Art Department, Nichols Art Collection  
Nichols School

[Amancuso@nicholsschool.org](mailto:Amancuso@nicholsschool.org)

716.332.6300 x 365

Link to the students promo video.

<https://vimeo.com/203832850>



NICHOLS SCHOOL AND THE NORTH PARK THEATRE PRESENT  
**FLICK FEST**  
THE 2017 STUDENT FILM FESTIVAL  
THURSDAY, APRIL 27TH  
7PM  
FREE

**NORTH PARK THEATRE**  
Buffalo, NY Est. 1920

Entries are now being accepted for the 16th Annual Nichols School Flick Fest Film Festival. The Festival is open to ALL middle and high school students. Awards will be presented in the following categories: Drama, Music Video, Documentary, Animation, and People's Choice. The festival is free to enter.

Send a USB or DVD of your work to: Flick Fest / Mancuso or Send a link, dropbox, we-transfer to: amancuso@nicholsschool.org  
Nichols School  
1750 Amherst St.  
Buffalo, NY 14216  
put Flickfest in the subject line

**THE DEADLINE FOR ENTRIES IS THURSDAY APRIL 6TH, 2017**

The festival will take place on Thursday April 27th, at 7pm, at the North Park Theatre. It is free and open to the public.  
If you have questions email Dr. Mancuso at : amancuso@nicholsschool.org  
More festival info at our Nichols Flick Fest FB page and @funkyflickfest

   SQUEAKY WHEEL

**nysMATA is seeking entries**  
send jpegs and/or links 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

# Hayao Miyazaki

## Dreams of Flying - Video Essay

<https://vimeo.com/205600097?ref=em-share>

Originally published on Fandor Keyframe : [fandor.com/keyframe/miyazaki-dreams-flying](http://fandor.com/keyframe/miyazaki-dreams-flying)

Hayao Miyazaki's love of flight and flying machines is no secret to even a casual admirer of his work. Nearly all of his feature films contain at least one breathtaking flight sequence, and viewers can see his reverence for the sky grow more fervent as they progress through his filmography. The culmination of this passion was *The Wind Rises* (2013), Miyazaki's most recent film and a bittersweet, probing love letter to one of his idols, aviation engineer Jiro Horikoshi.

What might be more surprising is just how long flight has been a part of Miyazaki's life. His father was the director of Miyazaki Airplane, which made rudders for A6M Zero fighter planes during World War II. The Zero was designed by Horikoshi, who, like Miyazaki, was a pacifist.

It's fascinating to see the dichotomy of Miyazaki's lifelong passion in his films. Giant, brutish warplanes fly alongside elegant self-propelled gliders; a winged wizard plunges into a hellish battle with flying fire demons. Miyazaki is pitting the sacred against the profane, in the hopes that the purity and freedom of flight wins out against the cold and rigid march of industry.



# The Art of Film Titles / CBS Sunday Morning

<https://www.youtube.com/watch?v=NkT8fb7vYUA>

The beautifully designed, visually dynamic or hilarious openings for movies and TV shows can be like miniature films themselves, welcoming us to the characters' worlds. Lee Cowan introduces us to the creative artists who conjure title sequences for movies and TV.

**Thank you, "CBS Sunday Morning"**

<http://www.artofthetitle.com>

<http://www.artofthetitle.com/title/westworld/>

<http://www.artofthetitle.com/title/stranger-things/>



## 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](http://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/](http://wskg.org/program/rod-serling-film-festival/)

**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**



# 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	NYC
<u>Michael Witsch</u>	mjwitsch@optonline.net	<i>Lower Hudson</i>

## SEEKING NOMINATIONS

**Return this form via email to:**

**Michael Witsch**    mjwitsch@optonline.net

Dear NYSMATA Member:

In these changing and challenging times, members look to Directors for inspiration, information, and leadership. Step up to help teachers of media arts and guide the future of NYSMATA!

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

Other \_\_\_\_\_

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.

## 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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**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@esbores.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.*