



July / August 2017

NEWSLETTER

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.

MEDIA ARTS

In This Issue

- Resources for 2017-18
- Atomic Learning & Light Field
- Colegio Lincoln Media Camp
- NYSSS MA 2017
- Spark Media / Reel Expressions
- Squeaky Wheel
- MATA Officers
- Media and Learning News
- Regional Opportunities

"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**

Great Resources for the Media Arts Teacher

12 must see videos from the George Eastman house

Chapter 1

From the ancient discovery of the camera obscura to the 18th century mechanical devices used to create silhouettes such as the physionotrace, this initial chapter explores the inventions and inventors that preceded photography. It recreates the experiments of Johann Schulze who proved the light sensitivity of certain silver salts and Thomas Wedgwood's early attempts to make photographic images. These early pioneers contributed to the discovery of photography in 1839.

<https://www.youtube.com/watch?v=me5ke7agyOw>

AND there are 11 more chapters.

Camera Phone

The camera phone was born in Santa Cruz on June 11th, 1997. So was Philippe Kahn's daughter.

<http://nofilmschool.com/2017/06/who-invented-camera-phone-philippe-kahn>

Rod Serling Film Festival

Jackie Stapleton of WSKG assumed the role of Director of the Rod Serling Film Festival following Larry Kassan's retirement. NYSMATA would like to recognize WSKG's commitment to education and support of the Media Arts. We suggest you check their web page and **note the sidebar for EDUCATION; many interesting resources.**

<http://wskg.org/program/rod-serling-film-festival/>

Hoonuit (formerly Atomic Learning) has been approved as a Continuing Teacher and Leader Education (CTLE) Sponsor through the New York State Education Department. What does this mean? You now have the opportunity to leverage our online learning resources to fulfill CTLE requirements. [See details in our press release.](#)

- Making Sense of Educational Data
- Reflective Practices to Improve Instruction
- Strategies for ELL Instruction
- Cross-Curricular Teaching
- Tech Integration Strategies
- Educator Ethics

Personalize your professional development and earn credits with a wide variety of courses focused on improving teaching and learning. We've also recently been named a 2017 SIIA CODiE Award Finalist.

LIGHT FIELD

FOCUSED ON INNOVATIVE PHOTOGRAPHY AND VISUAL ART

LIGHT FIELD OPENS August 12th at Hudson Hall, Hudson, NY. Zoe Strauss, a Magnum photographer, and Stacy Kranitz, an award winning photo-journalist, will be premiering their work that evening and speaking. We also have several other amazing events throughout our 8 week show, including talks moderated by curator, Catherine Morris, from the Brooklyn Museum, and Paul Moakley, deputy photo editor at Time magazine.



PARKER, WASHINGTON D.C., 1880s



ANNU PALAKUNNATHU MATTHEW, PROVIDENCE, R.I., 1880s

Annu Palakunnathu Matthew
"An Indian from India" and
"To Majority Minority" prints
& animated photographs.

"To Majority Minority" explores
the generational transition from
immigrant to native within
families.

Check the website for more.
<https://www.lightfield.vu/events>
<https://www.lightfield.vu>

Colegio Lincoln Media Camp



Michael Witsch (Lower Hudson) taught television and radio production to students from LaPlata, Argentina at the Colegio Lincoln Media Camp at Iona College. The 2-week program, now in its 4th year, engages students from Colegio Lincoln, a k-12 private school, in journalism, speech, radio, and television production. The approach is hands-on, learning-by-doing. Working with Mike were

professors from the Mass Comm and

the Speech Departments. The teenagers were chaperoned by teachers from their school. Students experienced living on campus,

American food, and English conversation.

Their final project was a tv-radio interview that was live-streamed on Facebook as parents and friends watched and texted feedback. Other video productions were uploaded to a YouTube private channel. There were several excursions to NYC and environs for education and tourism, including a baseball game. This was the 4th media camp but the first organized by Iona's Coordinator for International Student Engagement.

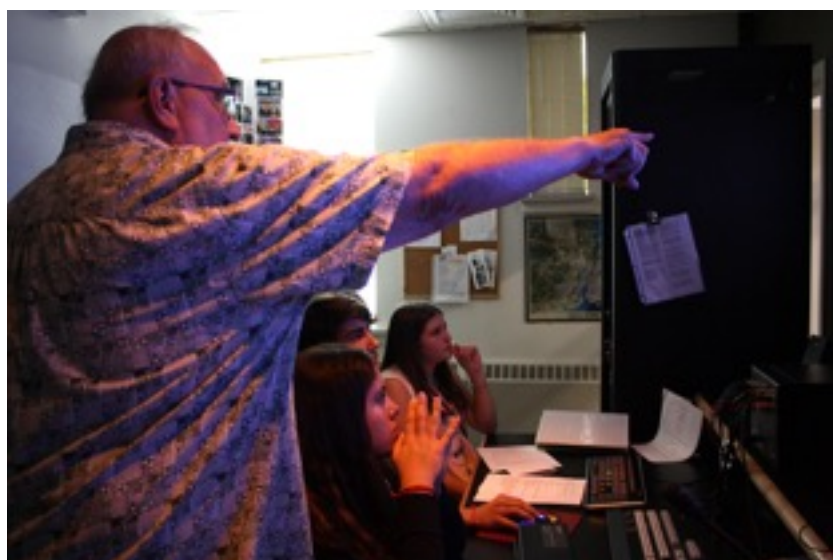


Photos by Prof. Nancy Jo Johnson.

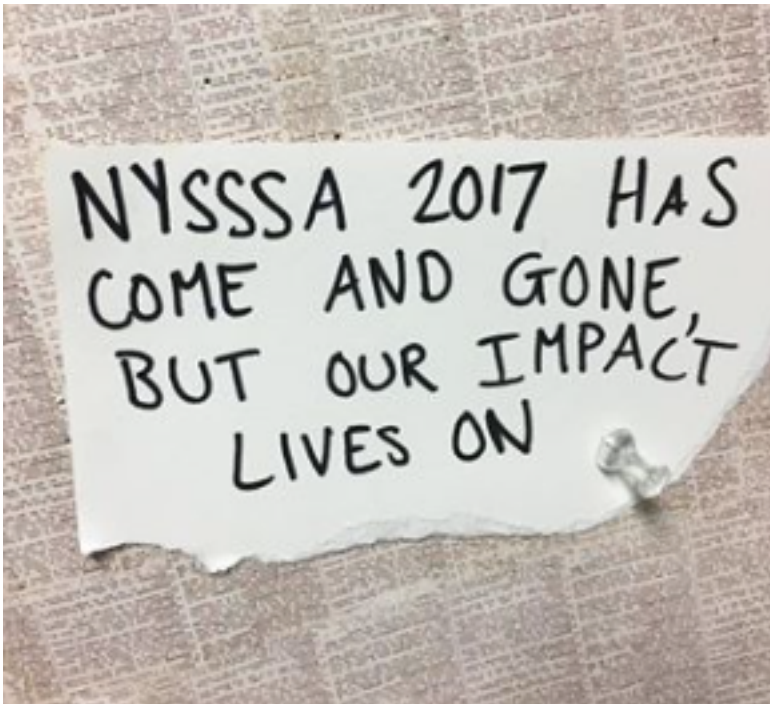


July / August 2017

Colegio Lincoln Media Camp



July / August 2017



Portraits with ink transfers of two of the digital photography students: *Teacher: Saskia Kahn*

Photo and film students at the farm sanctuary in Watkins Glen.





Student work from the photo class. This comes from a project called "Main Street".



Student at work in video class.



Students visiting Albright-Knox Art Gallery.

July / August 2017

Highlights of the NYSSS Media Arts Show 2017

Congratulations to Ghen Zando-Dennis, the staff and Media Arts students for a successful first summer at Alfred College.

Teachers, it's never too early to tell your students about the NYS summer program. Share the photos and go to:

https://www.instagram.com/nysssa_mediaarts/

to learn more about the summer program and the guest lecturers.



July / August 2017



5th Annual **Reel** **expressions** international teen film festival

Calling All Teen Filmmakers

Do you want your independent
film to be featured in an
international teen film festival?

Submit your short film to
5th Annual Reel Expressions
International Teen Film Festival!

- Held on November 10 at the
Bardavon 1869 Opera House, Poughkeepsie
- Ages 13 to 19
- Entries should be 10 minutes or less
- Submission deadline is June 30 at 5pm
- Submit at SparkMediaProject.org/RE



spark
MEDIA PROJECT



MSLARTS
MILL STREET LOFT

845.471.7477 | INFO@SPARKMEDIAPROJECT.ORG
45 PERSHING AVENUE POUGHKEEPSIE



National
Endowment
for the Arts



Council on
the Arts



July / August 2017

Squeaky Wheel is proud to announce our upcoming fall season of [Tech Arts for Girls](#), a community action project that encourages girls from the city of Buffalo and Erie County to receive an affordable hands-on education in computers, technology and media literacy. Workshops this fall will cover all kinds of interesting subjects & art forms, from graphic design to virtual reality. Needless to say, we are all very excited!

TAG
tech arts for girls

	design it Get your feet wet in the wild world of design.	August 5th – 26th Saturdays, 10am-1pm
	eCollage Make digital art from whatever you can find.	September 2nd – 23rd Saturdays, 10am-1pm
	virtual reality Show others your very own 360 world.	October 7th – 27th Saturdays, 10am-1pm
	the commercial Create a commercial for anything you'd like.	November 4th – 25th Saturdays, 10am-1pm

Contact alex@squeaky.org for registration information

\$40 Members
\$60 Non-members

Squeaky Wheel
FILM & MEDIA ART CENTER

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:716-884-7172)

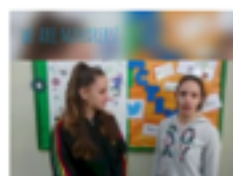


The August “Media & Learning News” includes news about media literacy in Croatia, video for social change in Italy, e-portfolios in Austria and more. Here’s the link:
http://media-and-learning.eu/files/newsletter/Media-and-Learning-News_2017-08.pdf

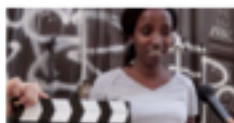
Highlights of this month’s newsletter include:



[Volunteers at the heart of a highly successful national media literacy scheme in Croatia](#)
by Igor Kanižaj,
Faculty of Political
Science (FPZG),
University of Zagreb,
Croatia



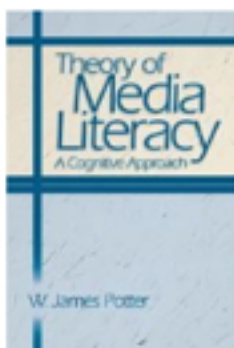
[Using ePortfolios to Support Transversal Skills including Digital Literacy](#)
by Isabell
Grundschober,
Interactive Media &
Educational
Technologies,
Danube University
Krems, Austria



[Flying Roots - A ZaLab Participatory Video Program for Social Change](#)
by Michele Aiello,
ZaLab - Docs &
More, Padova, Italy



[Everything you always wanted to know about Projectors](#)
by Mathy
Vanbuel, ATIT,
Belgium



[Theory of Media Literacy – A Cognitive Approach](#)
reviewed by
Yvonne Crotty,
DCU, Ireland



[Just 50 places left for the Media Meets Literacy conference in Sarajevo](#)
taking
place 21-22
September

plus plenty of other news, notifications and announcements related to the use of media in education and training.

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 on page 16 & 17 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>

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

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 and 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 .

www.squeaky.org

Need a New Wardrobe?

Top Photography T-Shirts

Check out our t-shirts and help support Photography Bay.

[New T-Shirt: 70-200mm f/2.8 Lens Technical Drawing](#)
[Education is Important But Photography is Importanter](#)
[I'm Just Here to Take Pictures](#)
[#Photographer](#)
[PhotoDad](#)
[Retro Camera Icon](#)
[Focus Viewfinder](#)
[Adjust Your Focus](#)
[Official Photography Bay Logo Tee](#)
[I Don't Need Therapy, All I Need is a Camera v2.0](#)

July / August 2017

SEEKING NOMINATIONS / NYSMATA Vacancies

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.



NYSMATA NEW YORK STATE MEDIA ARTS TEACHERS ASSOCIATION

July / August 2017

"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
Steve Honicki
Keith Rosko
Carol Brown
Eric Heyworth
Michael Witsch

ERandell@tona.wnyric.org
SHonicki@niskyschools.org
ROSKOK@cforks.org
cbrown@esboces.org
ericvcr@aol.com
mjwitsch@optonline.net

Western NY
Capital
Central NY
Long Island
NYC
Lower Hudson



Please pass this along to colleagues who are teaching any media-related classes.