

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.

For the Media Arts Teacher

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"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

Beginning in
March 2018
NYSMATA
Membership Drive
\$10.00 donation

Update your
email address

2017-18

Welcome Back!

We hope everyone had a restful and productive summer. As the school year begins, do tell your students about all the exciting opportunities, besides your program, they will have this year in Media Arts. The MATA sponsored, regional Spring Media Arts Shows may already be on your calendar and don't forget the NYS Summer School of Media Arts. The 2017 summer class produced phenomenal work under the guidance of the new Artistic Director, Ghen Dennis and her staff and the time for applications for 2018 will be here before we know it. Regional community opportunities are also in this newsletter. That said, the MATA leadership wishes you all a great start to the 2017-18 school year and we want to remind you that past newsletters are archived at nysata.org in case you missed them.



AND, for fun! Auto Mechanics Recreate Renaissance Paintings

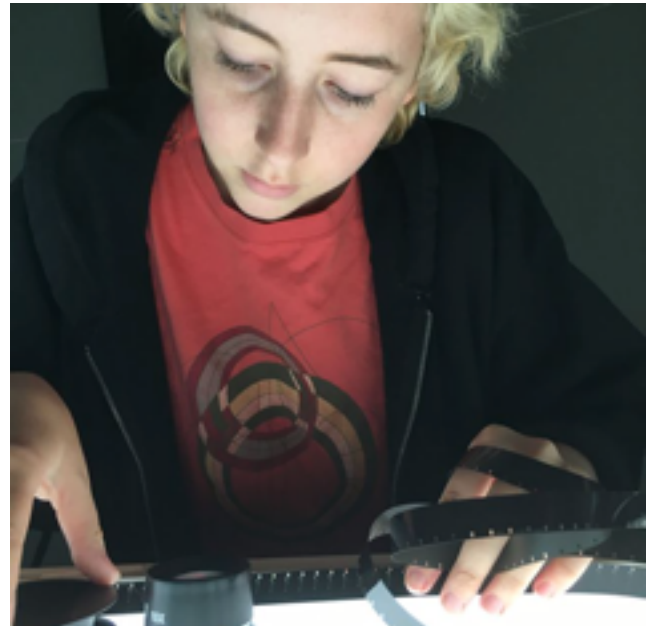
Photographer [Freddy Fabris](#) had always wanted to pay homage to the Renaissance masters with his photos in some way, but he wasn't sure how until he stumbled upon an

auto-mechanic shop in the Midwest. This led to a brilliant series of funny portraits with auto mechanics.

See more here:
<http://www.sadanduseless.com/2017/08/renaissance-recreations/#7RzkFEhXMAOEZWOk.01>

NYS Summer School of Media Arts

Scenes from the Film Classroom



NYS Summer School of Media Arts

No medium is obsolete at the School of Media Arts



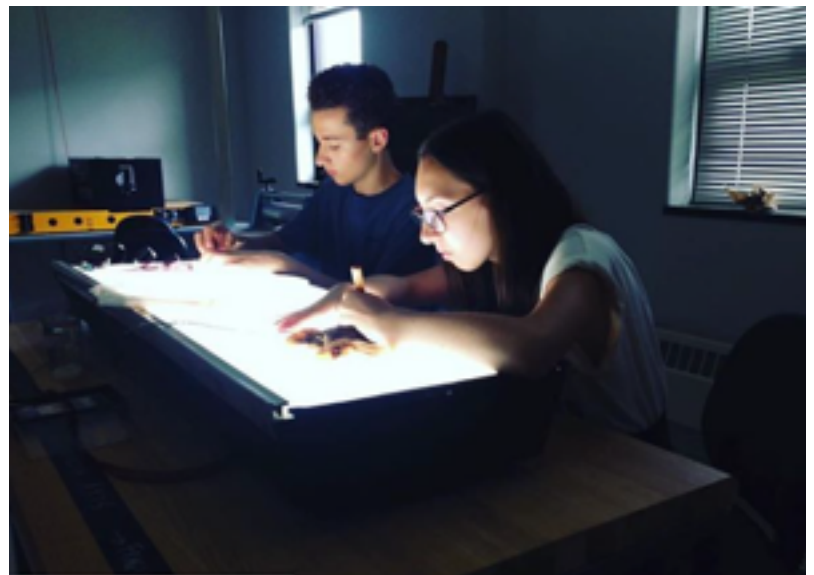
Cyanotype



Super 8 Film



Polaroid



Painting and Scratching 16MM Film



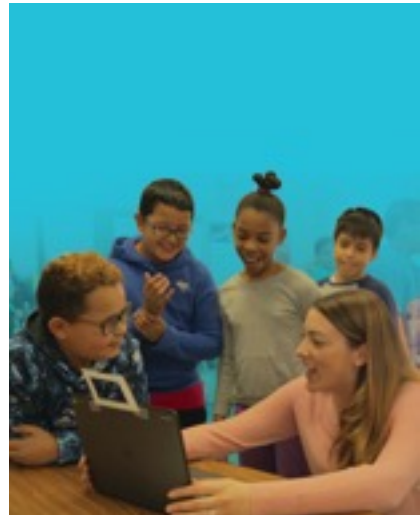
The **Jacob Burns Film Center (JBFC)** is committed to inspiring a generation of creative thinkers and viewers through fun, engaging educational experiences. Founded in 2001, the **JBFC** shows hundreds of films a year in our art house theater. In our classes at the **Media Arts Lab**, you'll make your own projects and learn to enjoy movies in new ways. Registration for our fall courses is now open! Learn more and register at burnsfilmcenter.org/courses.

Educators looking to integrate the viewing and creation of media into their classrooms can take advantage of professional development sessions on our **Image, Sound, and Story** media literacy curriculum for grades 3—10. For more information on upcoming professional development opportunities, please contact us at education@burnsfilmcenter.org.

Full and partial scholarships are available for all of our courses and professional development sessions.

Contact Info:

Jacob Burns Film Center – Media Arts Lab
405 Manville Road, Pleasantville, NY 10570
education@burnsfilmcenter.org
914.773.7663 ex. 7
burnsfilmcenter.org/education



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!



The poster is a vertical rectangle with a background of horizontal stripes in red, blue, green, and orange. At the top, the letters 'TAG' are in large white font, with 'tech arts for girls' in smaller white font below it. The poster lists four workshops, each with an icon, title, description, and dates. The first workshop, 'design it', has a hand-drawing icon and is scheduled for August 5th-26th. The second, 'eCollage', has a scissors icon and is for September 2nd-23rd. The third, 'virtual reality', has a VR headset icon and is for October 7th-27th. The fourth, 'the commercial', has a video camera icon and is for November 4th-25th. All workshops are on Saturdays from 10am-1pm. At the bottom, contact information is provided: 'Contact alex@squeaky.org for registration information' and '\$40 Members \$60 Non-members'. The Squeaky Wheel Film & Media Art Center logo is at the very bottom.

Workshop	Icon	Description	Dates	Time
design it	Hand drawing	Get your feet wet in the wild world of design.	August 5th - 26th	Saturdays, 10am-1pm
eCollage	Scissors	Make digital art from whatever you can find.	September 2nd - 23rd	Saturdays, 10am-1pm
virtual reality	VR headset	Show others your very own 360 world.	October 7th - 27th	Saturdays, 10am-1pm
the commercial	Video camera	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)



Why the Job of a Director Starts Long Before the Shoot



Read all about it and more in the Videomaker E News

[https://www.videomaker.com/article/c11/18719-why-the-job-of-a-director-starts-long-before-the-shoot?](https://www.videomaker.com/article/c11/18719-why-the-job-of-a-director-starts-long-before-the-shoot?utm_source=enews&utm_medium=email&utm_content=article2_2017_wed_08_30&utm_campaign=traffic)

[utm_source=enews&utm_medium=email&utm_content=article2_2017_wed_08_30&utm_campaign=traffic](https://www.videomaker.com/article/c11/18719-why-the-job-of-a-director-starts-long-before-the-shoot?utm_source=enews&utm_medium=email&utm_content=article2_2017_wed_08_30&utm_campaign=traffic)

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](#)

September 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.



NYSMATA NEW YORK STATE MEDIA ARTS TEACHERS ASSOCIATION

September 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.