



October 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.

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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
Update your
email address**

Media Arts Shows 2018

Regions are announcing the dates for the 2018 Media Arts Shows.

Western NY will hold it's show on March 9, 2018 and the Lower Hudson Region show will once again be hosted by Westchester Community College on March 13, 2018.

NYC, Long Island and the Capital Region will announce soon. Contact your coordinator(s) for more information and registration details.

The NYS Board of Regents approved the new arts standards and there will be training throughout the regions at BOCES and Teacher Training Centers.

New Standards

NYSED has decided that NYSATA spearhead the training and directed the NYSATA leadership to schedule the sessions and inform the teachers. MATA has not yet been informed of dates, location and times. Your principal or department head may be able to answer questions about the training.

In the meantime you can follow these links on the NYSED site to familiarize yourself with the standards and perhaps begin adapting your lessons.

<http://www.p12.nysed.gov/ciai/arts/standards/at-a-glance/nys-standards-media-arts-at-a-glance-8-13-2017.pdf>

http://www.p12.nysed.gov/ciai/arts/documents/Posters/Media%20Arts/NYS%20Med%20Arts%20Poster%20All%20info_%2024x36.pdf

<http://www.p12.nysed.gov/ciai/arts/standards/at-a-glance/nys-standards-media-arts-at-a-glance-8-13-2017.pdf>

NYS Summer School of Media Arts

**NEW YORK STATE SUMMER SCHOOL FOR MEDIA ARTS SUMMER 2018
HOSTED AT ALFRED STATE COLLEGE**

PROGRAM DESCRIPTION

The School of Media Arts is a program within the New York State Summer School for the Arts (NYSSMA) – a four-week intensive that offers high school students concentrated courses in filmmaking, video and photography, electronic sound art and computer animation. The program is hosted by the Department of Digital Media and Animation at SUNY Alfred State College, and the classes are taught by faculty who are working artists in their fields. The curriculum includes hands-on production, exposure to media art history and contemporary practices, and engages with nearby media arts spaces such as Squeaky Wheel in Buffalo and the Visual Studies Workshop and George Eastman House in Rochester.

Throughout the month, NYSSMA students interact with a range of visiting media-makers, from fine artists to photojournalists. NYSSMA takes an exploratory approach to art-making, and students combine technical skills with critical thought. Many participants go on to study media arts in college, and recent alumni are attending UCLA and NYU Film Schools as well as SUNY schools with media art departments. NYSSMA Media Arts alumni are often awarded college scholarships based on portfolios of work made at NYSSMA.

TUITION & ELIGIBILITY

The program is adjudicated and is competitive. NY State high school students apply with a written artist's statement and samples of their work. Applicants are not required to have previous experience with the mediums they apply to at NYSSMA – for example, students may not have had prior access to 16mm filmmaking materials or animation or sound-mixing software – we select young artists who exhibit imagination and a commitment to learning new skills. Applications and tuition information for 2018 will be available on our website on November 1, 2017. (Tuition, room and board is approximately \$2200 for the 4-week program.) You will also find information about sliding-fee scholarships for low-income families. We accept up to 50 students each summer.

SAMPLE COURSE DESCRIPTIONS

SOUND DESIGN: Students learn the elements of sound design, field recording, audio mixing and electronic sound art. The curriculum exposes students to experimental composition & avant-garde music, radio & podcast production, and soundtrack mixing for film, video and animation.

16MM & SUPER-8 FILMMAKING: Learning the ins and outs of the Bolex camera, light meter, field production techniques, and chemical film processing students produce both experimental and narrative work. The film class also works with found-footage and hand-painted films, and students are exposed to the history of film, contemporary and historical avant-garde practices, and international and independent filmmakers. Most student work is finished in digital.

CONTACT INFO:

phone: 518.474.8773

email: nysssa@nysed.gov

Ghen Zando-Dennis, Artistic Director

phone: (917) 470-4306

email: nyssamediaarts@gmail.com

www.oce.nysed.gov/nysssa/

October 2017

APPLICATIONS AVAILABLE ONLINE NOVEMBER 2017

NEW YORK STATE SUMMER SCHOOL FOR MEDIA ARTS
SUMMER 2018
AT ALFRED STATE COLLEGE


A PROGRAM FOR HIGH SCHOOL STUDENTS WITH INTENSIVES IN:

ELECTRONIC SOUND ART + DESIGN

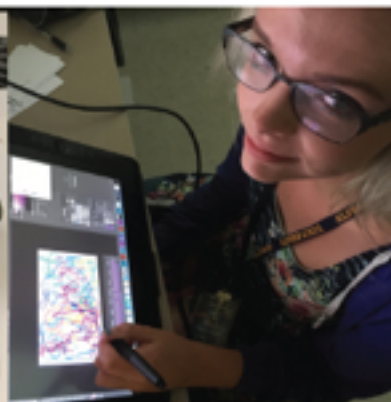
super 8 + 16mm FILMMAKING

DIGITAL PHOTOGRAPHY

**COMPUTER ANIMATION
& DIGITAL VIDEO**

 nyssa_mediaarts

www.oce.nysed.gov/nyssa/



News from Poughkeepsie-Based **Spark Media** New Merit-Based Scholarships

The Art Institute of Mill Street Loft + Spark Media Project is partnering with prestigious arts colleges to provide merit scholarships to local students. The Poughkeepsie organization, which provides advanced arts and media education to youth ages 14-19, is announcing two new scholarships which will offer graduates merit-based awards to attend Moore College of Art & Design and Montserrat College of Art.

Art Institute staff will choose deserving high school seniors to receive scholarships to the two colleges. Moore College of Art & Design, a woman's school in Philadelphia, has created a scholarship fund specifically for Art Institute students. The scholarship is designed to honor the role that art teachers play as mentors to aspiring artists. Beginning in the fall of 2018, one student will receive an award, renewable over four years, for a total of \$20,000 towards attending Moore.

In a similar initiative, Massachusetts school Montserrat College of Art, will award up to five Art Institute graduates with scholarships of \$16,000 per academic year, to reach a total of \$64,000 over the course of 4 years of study.

These two new scholarship opportunities, and the unique role of hand-picking students to receive them, are a result of long-standing relationships between the Art Institute and the colleges. According to Todd Poteet, the founding director of the Art Institute, "It has always been the goal of the Art Institute to provide access to higher education for our students, especially those students in financial need. For more than 20 years, 99% of our graduates have received merit-based awards to college. I believe that these new initiatives honor that tradition and the quality of the work of our students."

The Art Institute is not a newcomer to helping students achieve enrollment in college arts programs, and scholarships to support youth in attending the school of their choice. The Art Institute is a pre-college portfolio development program for students interested in a career in the arts, and aims to place every student in college on merit scholarship. Graduates of the Art Institute have been offered more than \$42,000,000 in merit scholarships since 1996.

The Art Institute offers a variety of courses, including filmmaking, painting, sculpture, animation, photography, and drawing, where students prepare competitive portfolios to gain college admission and work towards careers in the arts. In addition to helping students cultivate foundational skills in a variety of mediums, the Art Institute offers portfolio development and scholarship preparation courses to help local youth appeal to the nation's top art schools. Students will have the opportunity to impress colleges at Portfolio Day from 4-8pm on November 3rd at the Henry A. Wallace Center. Representatives from over 39 colleges will critique student work, interview potential applicants, and provide information on the programs offered at their schools. College representatives from across the country will be in attendance, including Maryland Institute College of Art, Pratt Institute, The School of the Art Institute of Chicago, Columbus College of Art & Design, Rhode Island School of Design, Montserrat College of Art and Moore College of Art. Portfolio Day is a free event open to teachers, parents, and high school and college students interested in attending a college art program. For more information, visit <http://millstreetloft.org/art-institute/portfolioday/>.



VISION

This Festival is held in honor of Rod Serling and his work, which has had a lasting influence on the television industry and media creation. The Festival seeks to inspire the next generation of filmmakers.

BIOGRAPHY

Rod Serling (1925-1975) is an American icon. An Emmy-award winning writer and producer, he was best known for his role as creator and host of THE TWILIGHT ZONE. His innovative work, infused with a sense of moral responsibility and artistic integrity, maintains a cult status. A native of Binghamton, NY, Serling spent his final years as a professor at Ithaca College.

HISTORY

The Rod Serling Video Festival launched in 1995 and has welcomed hundreds of entries throughout the years. In 2014, [Larry Kassan](#) retired as Festival Founder & Director. WSKG Public Media assumed coordination responsibilities and the project was renamed.

VISIT

The Greater Binghamton Convention & Visitors Bureau has compiled [information](#) about Rod Serling including a walking tour that retraces his steps in his hometown of Binghamton, NY.

The Festival is held in partnership with the Art Mission and Theater, Binghamton City School District's Rod Serling School of Fine Arts, New York State Media Arts Teachers Association and the Serling family.

Congratulations to the winners of the 2017 Rod Serling Film Festival.



The 2017 Rod Serling Film Festival was held at the [Art Mission and Theater](#) on Sunday, October 8, 2017 in partnership with Binghamton Film Weekend.

NYSMATA appreciates WSKG's continued support for young filmmakers and the opportunity for them to have their work recognized and screened. We also acknowledge Jackie Stapleton, Director of Youth Focused Content, Services & Programming at WSKG, and her staff for coordinating the Rod Serling Film Festival.

Click on the titles below to see the winning work and learn more about the young filmmakers. Congratulations to all.

BEST ABSTRACT/EXPERIMENTAL
BEST DOCUMENTARY
BEST FICTION/STORY
BEST SCI FI/ FANTASY
BEST SOCIAL COMMENTARY
BEST K-5
BEST 9-12
HONORABLE MENTION 9-12
SPIRIT OF SERLING AWARD

BEST IN SHOW

[Algo](#) | *Isabella Mesko*
[Choices](#) | *Shyann Stroud*
[It's Not What It Looks Like](#) | *Jad Jacob*
[8 to 8](#) | *Alec Simmons*
[Dream Deferred](#) | *Nadia Nugent*
[Monster Girl](#) | *Colleen McGuinness*
[Why God?](#) | *Evan Pritchard*
[Doodle](#) | *Tyler Barhydt*
[Left to Write](#) | *Erick Amaya, Griffin Bluemer,*
Thomas Friebolin, David Mosden, Noah Morris
[8 to 8](#) | *Alec Simmons*



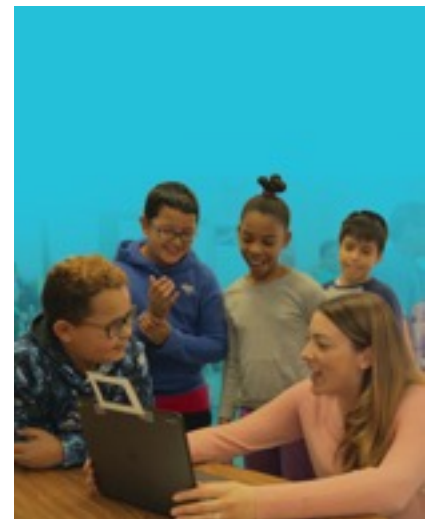
The **Jacob Burns Film Center (JBFC)** is committed to inspiring a generation of creative thinkers and viewers through fun, engaging educational experiences. Founded in 2001, the **JBFC** shows hundreds of films a year in our art house theater. In our classes at the **Media Arts Lab**, you'll make your 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 workshops are: 'design it' (August 5th - 26th), 'eCollage' (September 2nd - 23rd), 'virtual reality' (October 7th - 27th), and 'the commercial' (November 4th - 25th). At the bottom, it provides contact information and membership details.

| Workshop | Icon | Dates | Time |
|-----------------|---------------------------|----------------------|---------------------|
| design it | Hand pointing to a screen | August 5th - 26th | Saturdays, 10am-1pm |
| eCollage | Scissors | September 2nd - 23rd | Saturdays, 10am-1pm |
| virtual reality | VR headset | October 7th - 27th | Saturdays, 10am-1pm |
| the commercial | Video camera | 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)



7 Tips for Producing Awesome Video on a Deadline

Deadlines are stressful. Here's how to make them less so. Everyone has felt the stress of a fast-approaching deadline. Maybe you're a habitual procrastinator or maybe you took on more work than you could handle. No matter the reason, that stress is something everyone hopes to avoid whenever possible, so we've collected these seven tips to help you keep your projects on track and hopefully avoid the panic that sets in when you realize you need to deliver a video tomorrow.

GO HERE:

[https://www.videomaker.com/article/d15/19094-7-tips-for-producing-awesome-video-on-a-deadline?](https://www.videomaker.com/article/d15/19094-7-tips-for-producing-awesome-video-on-a-deadline?utm_source=enews&utm_medium=email&utm_content=video1_2017_fri_10_20&utm_campaign=traffic)

[utm_source=enews&utm_medium=email&utm_content=video1_2017_fri_10_20&utm_campaign=traffic](https://www.videomaker.com/article/d15/19094-7-tips-for-producing-awesome-video-on-a-deadline?utm_source=enews&utm_medium=email&utm_content=video1_2017_fri_10_20&utm_campaign=traffic)

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?

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> |

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>

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](#)



NYSMATA NEW YORK STATE MEDIA ARTS TEACHERS ASSOCIATION

October 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.

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.