

November / December 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.*

Merry Christmas Happy Chanukah  
Happy Kwanzaa Happy New Year

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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*

### **2018 Media Arts Shows**

**WNY March 9, 2018**

**LHR March 13, 2018**

**Capital April 2, 2018**

**NYC TBA**

**Long Island March 23, 2018**

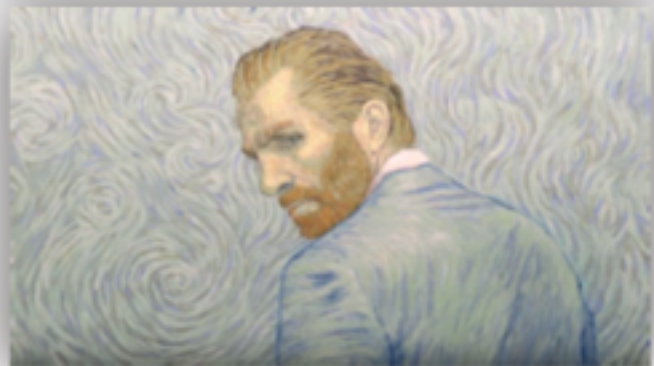
Beginning in

**March 2018**

**NYSMATA**

**Membership Drive**

Update your email address



Filmmakers Dorota Kobiela and Hugh Welchman report using 94 of VanGogh's paintings and the talents of 80 artists who produced over 66,000 frames to create this animated feature film. Below are links to some of the many online videos that archive the process. Enjoy.

<https://youtu.be/eOtwJL4iV8s>

<https://youtu.be/OCQKHwvK8Ro>

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

<https://youtu.be/gDYZm4-z9UQ>

## Robert Reals' Message to NYS Media Arts Teachers

In this 2012 letter to the NYSMATA newsletter editor, **Robert Reals**, retired New York State Education Department Arts Associate, as well as a recognized leader in media arts education, recalls the beginnings of the summer school of the media arts. Later, he helped found NYSMATA, the New York State Media Arts Teachers Association.

*I never realized how important the 1969 New York State Youth Film/Media Show would turn out to be. Being a hick kid from a hick hamlet in Upstate New York, I was surprised to end up at the State Education Department. Then, I ended up with fantastic bosses, during a time when the Kennedys were in office and there was money for education. How much luckier can you get?*

*It all worked out. The Humanities and the Arts began to roll. Dr. Vivienne Anderson was at the helm. She was a mover. The ball was thrown to her to develop audiences for the new Lincoln Center and the Saratoga Performing Arts Center.*

*The NYS Council on the Arts appeared on the scene. The staff at the Division of Humanities and the Arts thought a State High School for Gifted Students in the Arts was a must. We only got a couple summer schools in '72, Ballet and Orchestra. The New York City Ballet was to have a residency at Saratoga Performing Arts Center. The School of Dance was to be a part of the "Plan," students working with principal dancers of NYC Ballet. They wanted the NY Philharmonic to come to Saratoga for the summer, but they refused. I forget the politics involved, but we ended up getting Eugene Ormandy and the Philadelphia Orchestra. It turned out great. Eugene was a high-profile guy and had a top orchestra. The School of Orchestral Studies had access to the first chair Philly Orchestra players. It was all great. After the 1969 Film/Media Show, the program for media arts began to roll too. Each year it became bigger and there were more shows around the state, bigger attendance, more of everything. I insisted that we needed a Summer School for Media Arts. Movers and shakers in the arts, like Gerald O'Grady concurred. It was hard to convince the staff at State Ed, but Vivianne backed the idea. Gordon Muck was the Commissioner of Education at the time. He was a forward-looking guy. I got him and his wife to attend a Media Arts Show at SUNY Albany. He was especially impressed with Chris Wedge's presentation. Chris was 12, when he attended the 1st Show in '69.*

<sup>1</sup>

John Christian "**Chris**" **Wedge** (born March 20, 1957) is an American film director, film producer, screenwriter, cartoonist and voice actor of animation, best known for the films Ice Age (2002), Robots (2005), Epic (2013) and Monster Trucks (2016). He is a co-founder of the animation studio **Blue Sky Studios**.

*By '74 he'd gotten pretty slick. His art teacher, Bernice Necomb, at the Norwich High School, Norwich, NY, knew little about filmmaking, but was supportive and encouraging, the kind of teacher who recognized giftedness and knew how to foster it.*

*The next year, 1975, the State Legislature funded the School and Gerry O'Grady became the first Artistic Director. Gerry knew the ropes. He was a friend of Fr. John Culkin at the New School in NYC, a media arts mover, and that guy from Canada who wrote "The Medium is the Message." Isn't it strange, that I've forgotten the name of Marshall McLuhan? I had to look him up on the web. Gerry got himself on the panels at the NYS Council for the Arts and the National Arts Council. He brought additional monies to the program, which made the Summer School of Media Arts real special. We insisted on a six-week program. All the others were just four. Our reason was: It takes at least six weeks to make a film. The film had to be sent-out to be developed. The turn-around time required six weeks. Because it was all so new, reel-to-reel, Sony cameras, all that technical stuff, which the general community, including educators, were mystified by, made the six weeks stick, at least a few years, till the money began to dry up.*

*We had Creative Sound, then, Holography too, before the money began to dry up. No one seemed to object to Computer Arts, when it arrived on the curriculum list. Film and Black and White Photography were staples.*

*It all seemed to happen in a flash, now that I'm 83, but it was lots of hard work by all of us, the involvement of lots and lots of dedicated teachers who believed, and lots and lots of gifted students.*

*You are the Leaders. It is you, who make it all happen. I just tried to keep the ball rolling. Now, you keep it rolling, until those to come, take their turn. It's worth the work!*

*Life is wonderful!!!!*

*Namasté,*

*Bob*

*Bob remained active in media arts education well into retirement. He interviewed applicants and adjudicated work at regional youth media arts shows. Sadly, he passed away in 2016, but his spirit and MATA endure.*

# School of Media Arts Adjudication Process

from the NYSED/NYSSSA website

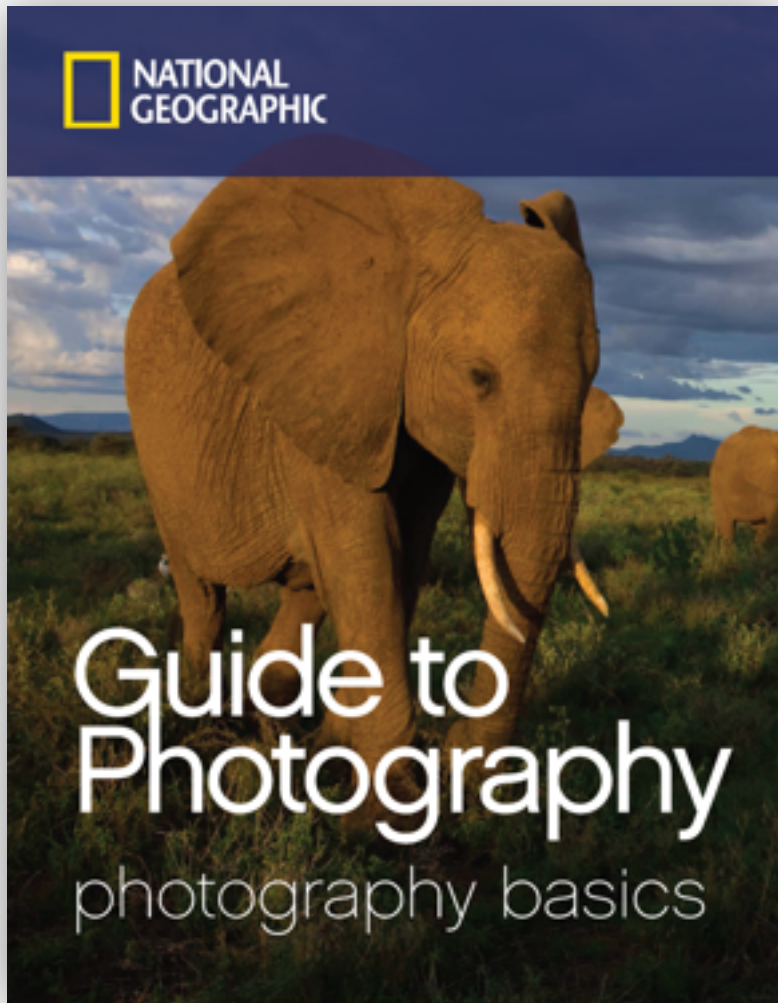
**Applications** are now being accepted. There are two forms that need to be completed to apply to the School of Media Arts. The forms and detailed information are on this website:

<http://www.oce.nysed.gov/nysssa/media-arts>

## Portfolio Requirements

- In the area of 16 mm film or video, one to three short works may be submitted (on mini-DV, DVD or via email link to the applicants work on YouTube or Vimeo with any necessary passwords) that best represent your skills and aesthetic vision. The work must be clearly identified in terms of your role in the creation of the work. If you created the work with several students, you must clearly state what work you did on the film or video.
- In the area of digital photography, students will engage in computer editing . Some darkroom experience is desired by not required. Your portfolio should include at least ten, but not more than twelve, individual photographs. Students may submit their work electronically via disk or flash drive (JPEG files are preferred). Please note flash drives and disks will not be returned to students.
- In the area of computer animation and intermedia, students should submit animations and computer based creative work. This include web site design, game design, drawings, paintings and/or graphic works created on computers and hybrid works involving some computer based component. Your portfolio should include at least five, but not more than fifteen, examples of works on disk, DVD, photocopy, or paper print.
- In the area of electronic sound art, students should submit works they best feel demonstrate their artistic interest. Students should submit sonic compositions, and/or performance recordings.

**PLEASE NOTE!** NYSSSA welcomes applications from students who have a strong interest in, but little or no firsthand experience with, any of our disciplines. A student who has no work to show in a particular discipline must write a sincere and compelling statement articulating her/his interest in devoting an intensive month to study. Such applications will be well served if they are accompanied by evidence of creative work in and dedicated study of some other creative medium. Acceptable "other" creative media include many disciplines: writing, poetry, sculpture, painting, drawing, theatre, voice, fashion, design. When a student is unable to submit work in the discipline to which she is applying, it is very important that a written statement articulate her interest in that discipline and her eager willingness to apply herself and learn.



***National Geographic  
is offering a free 15 page  
guide to Photography.***

***Use the link below to get  
your copy***

***Go here: [https://www.nationalgeographic.com/content/dam/ngdotcom/rights-exempt/NatGeo\\_GuideToPhotography.pdf](https://www.nationalgeographic.com/content/dam/ngdotcom/rights-exempt/NatGeo_GuideToPhotography.pdf)***

## ***Links for Canon Printing Tips***

<https://www.facebook.com/CanonUSA/videos/10106734324646229/>

<https://www.youtube.com/watch?v=b8HQ-YPf8go>



## How Technology Has Changed News Photography Over 40 Years



*How do New York Times journalists use technology in their jobs and in their personal lives? Jim Wilson, a photographer for The Times based in San Francisco, discussed the tech he is using.*

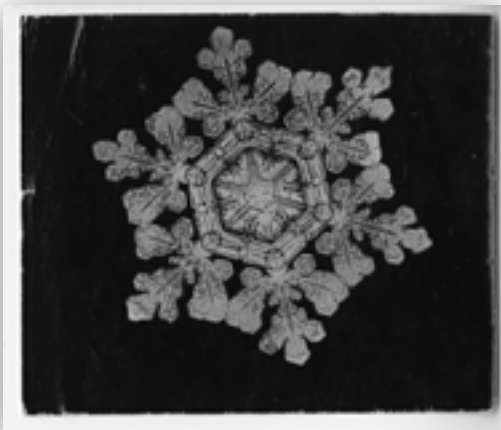
*<https://www.nytimes.com/2017/09/27/technology/personaltech/how-technology-has-changed-news-photography-over-40-years.html>*

### Wilson A. Bentley Pioneering Photographer of Snowflakes

"My collection [is] far superior in both number & beauty & I might add interest, to that of any other collection in the world..." Wilson A.

Bentley.  
For over forty years, Wilson "Snowflake" Bentley

(1865–1931) photographed thousands of individual snowflakes and perfected the innovative photomicrographic techniques.



<https://siarchives.si.edu/history/featured-topics/stories/wilson-bentley-pioneering-photographer-snowflakes>

## Reading. Writing. Arithmetic. Coding.



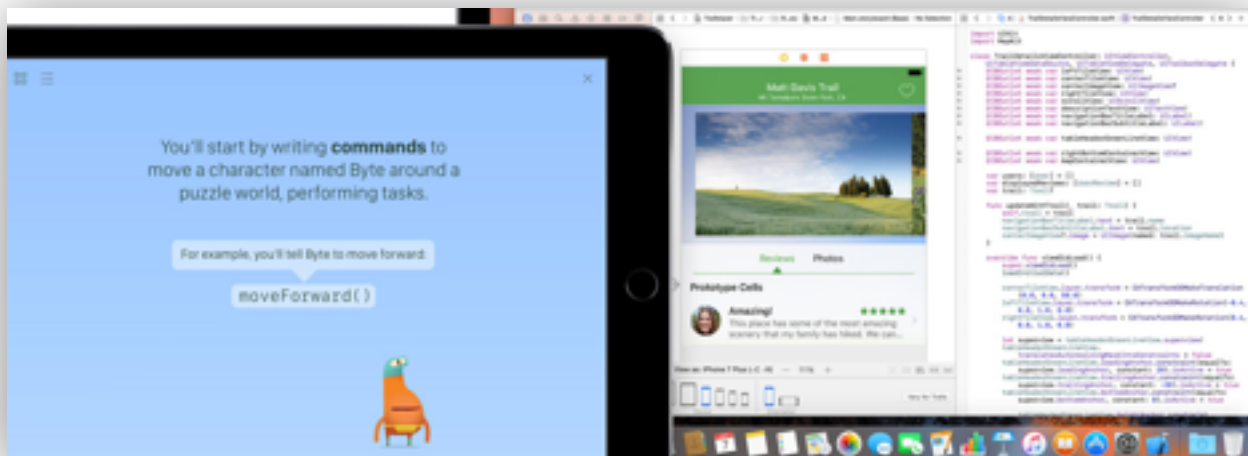
From the folks at Apple.

Coding is essential to help students thrive in a future driven by technology. When you teach coding, you also teach skills like critical thinking and problem solving. We created the comprehensive Everyone Can Code curriculum with lessons on iPad and Mac, teacher guides, and apps to make it easy to teach coding in your classroom. Because we believe coding isn't extracurricular — it's part of the core curriculum.

<https://www.apple.com/education/teaching-code/>

## Swift. The language for first-time coders and full-time developers.

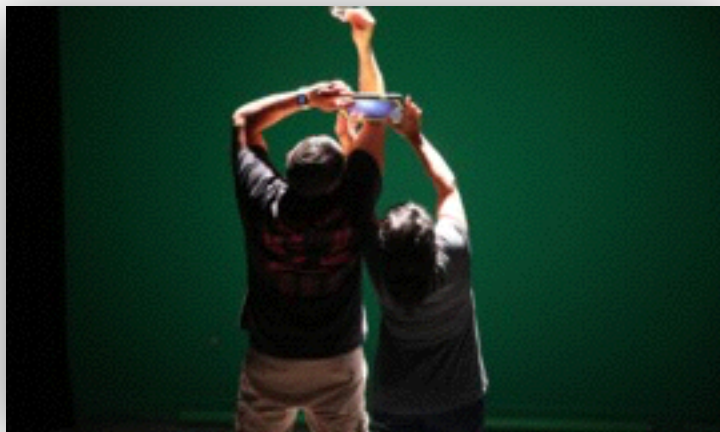
We created Swift to be a programming language anyone can learn. You can use familiar words and phrases, like “add” and “remove,” and see what you're creating as you type in your code. At the same time, Swift is so powerful that it's used by millions of developers to build the apps you use every day.





Go here for the latest news for teachers and students at the Jacob Burns Film Center in Pleasantville NY.

<https://education.burnsfilmcenter.org/education/for-schools>



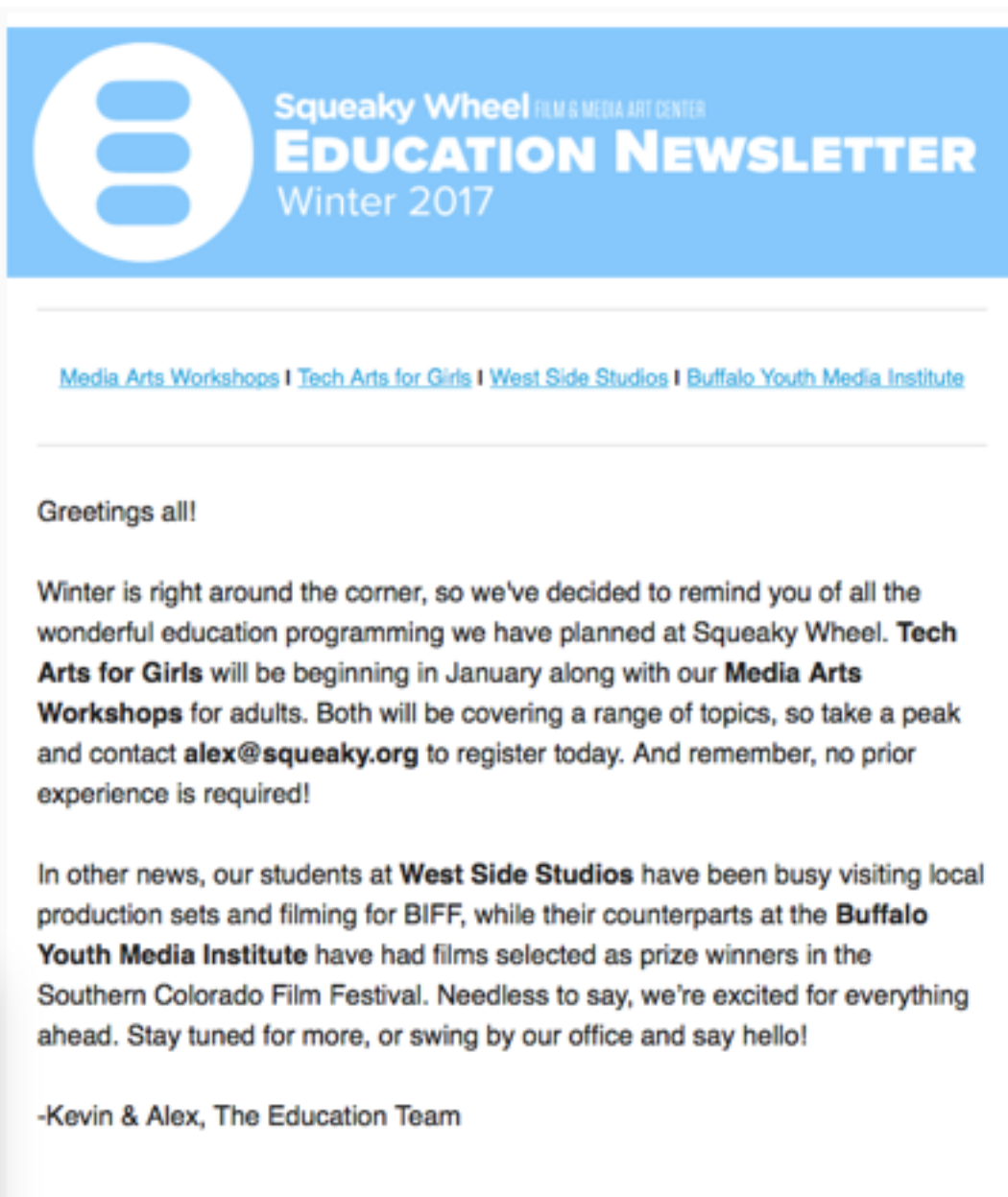
### **Image, Sound, and Story**

GRADES 3-10

JBFC's new curriculum is a series of hands-on projects that emphasize process, challenge-based learning, collaboration, and reflection. Image, Sound, and Story provides a scaffolded progression to support learners as they develop their visual and aural communication skills.

Each curricular strand has ten projects designed to develop students' visual literacy through viewing and discussing curated media; completing short activities called [View Now Do Now](#)s; capturing and editing images and video; and revising and reflecting on their work.





Read all about it here:

<http://mailchi.mp/squeaky/squeaky-wheels-winter-education-newsletter-is-here?e=318a7ff0f0>

**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](http://www.squeaky.org)

SAME OFFICE NUMBER: [716-884-7172](tel:716-884-7172)



## Mastering Depth of Field



Every shooter wants to be able to direct the viewers' attention to the important aspects of a shot, and manipulating your depth of field is a great way to do it. In this two part series we talk about controlling your depth of field with aperture, focal length, and distance. In part two we talk about perceived depth of field, how sensor size and angle of view might affect your ability to get the depth of field you're striving for, and rack focusing. Knowing the different ways to achieve the depth of field you want for your scene will ultimately help you to craft more effective scenes.

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**GREG OLSON**

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ASSOCIATE MULTIMEDIA EDITOR

GO HERE:

[https://www.videomaker.com/courses/807-mastering-depth-of-field-part-1?](https://www.videomaker.com/courses/807-mastering-depth-of-field-part-1?utm_source=enews&utm_medium=email&utm_content=article2_2017_thu_11_09&utm_campaign=traffic)

[utm\\_source=enews&utm\\_medium=email&utm\\_content=article2\\_2017\\_thu\\_11\\_09&utm\\_campaign=traffic](https://www.videomaker.com/courses/807-mastering-depth-of-field-part-1?utm_source=enews&utm_medium=email&utm_content=article2_2017_thu_11_09&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](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?

# 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)

## **NEW STANDARDS FOR THE ARTS**

<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%20\\_All%20info\\_%2024x36.pdf](http://www.p12.nysed.gov/ciai/arts/documents/Posters/Media%20Arts/NYS%20Med%20Arts%20Poster%20_All%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>

## **OLD 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://photoinf.com/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 .

[www.squeaky.org](http://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](#)



## 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>Doug Hodges</u>	ddhodes@gmail.com	<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>



November / December 2017

# 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  
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.