



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.

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

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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

NYSMATA

Membership Drive

Update your email address
and mail your \$10.00
membership fee to:

Mike Townsend
MATA Treasurer
369 MacArthur Dr
Buffalo NY 14221-3775

NYSSSA Media Arts



Students arrive on the SUNY Alfred campus.

All reports indicate another NYSSSA Media Arts success. Encourage your students to share their experiences with others. Have them send their comments, images, video links, etc. and we will publish them in newsletters throughout the year.

Don't forget to announce the date of your 2019 Media Arts Show ASAP to your students, file your trip forms and request transportation. The days are flying by.



ReelWorks Screening

by Michael Witsch (Mamaroneck High School ret.)



Eleven New York City teenagers shared their innermost feelings about body image, absent parent, and faith, among others, at Reel Works' 2018 Spring Lab Screening earlier this summer at MoMA's Titus Theater.

The short documentary films were the result of a weeks-long experience during which each student is paired with a professional who mentors the first-time filmmaker through the creation of a personal statement on a topic that's intensely personal.

Some examples: "Void of Fame" tells how the demands of social media made one young man try to seek perfection, only to realize that perfection lies in the eye of the beholder.¹ "Dealing with it" reveals a young man's struggle with depression and finding a caring community. "Thicc" is a teenage girl's personal account of the effects of body image and media.

Other topics included: self-identifying as a pansexual Christian, discovering a real love of movies, immigrating to a new country, a parent in jail, and music as therapy in difficult times.

Following the screening, the teens answered questions from the audience, mostly family, friends, and supporters of Reel Works like me. Then their mentors joined them on stage, and both shared what they learned from their interaction. The experience left the kids proud and confident; the mentors felt rewarded too.

ReelWorks provides free after-school and in-school filmmaking programs for New York City youth. It's co-founder is John C. Williams who was my student many years ago at Mamaroneck High School and who regularly showed work at regional and all-state youth media arts shows. (Longtime MATA members will remember the annual T.H.E. Conferences².)

Visit their website - ReelWorks.org, for information about the program and to see the students' documentary films as well as short films from other Reel Works labs.

¹ Film descriptions are from the printed program.

² Towards Humanizing Education (T.H.E.) conference at the Concord Hotel each spring featured a screening of student-produced media, selected from regional shows.

NYSSSA MEDIA ARTS SUNY Alfred



Four weeks of hard work led to the final exhibition and screening August 3.

Behind the Scenes at NYSSSA MEDIA ARTS

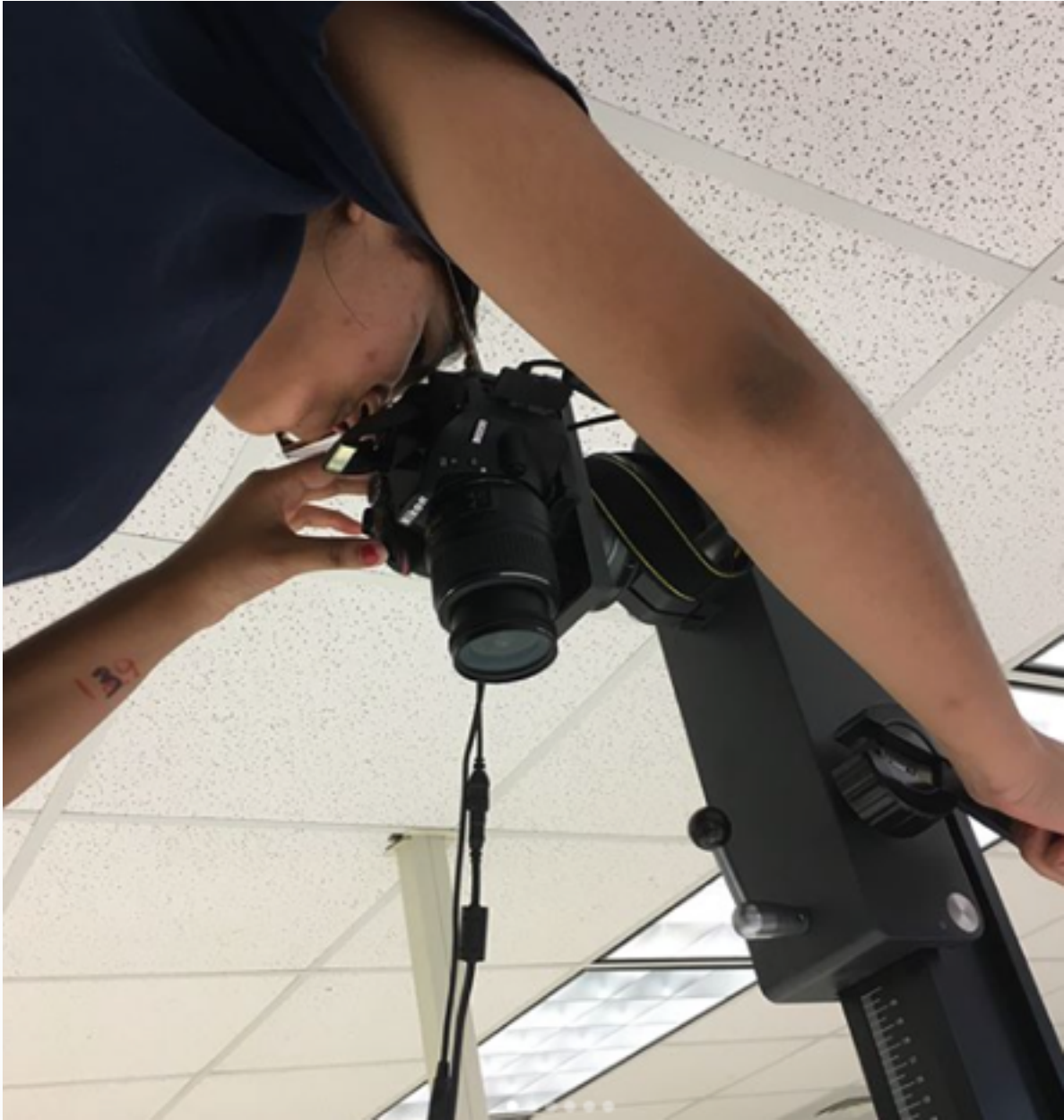
via FaceBook postings



Installing work in the gallery for the final exhibition opening



Photo class made Lumen prints



First day of the last week: Computer Arts / Animation class stays serious.

Visiting artists are an exciting part of the program.



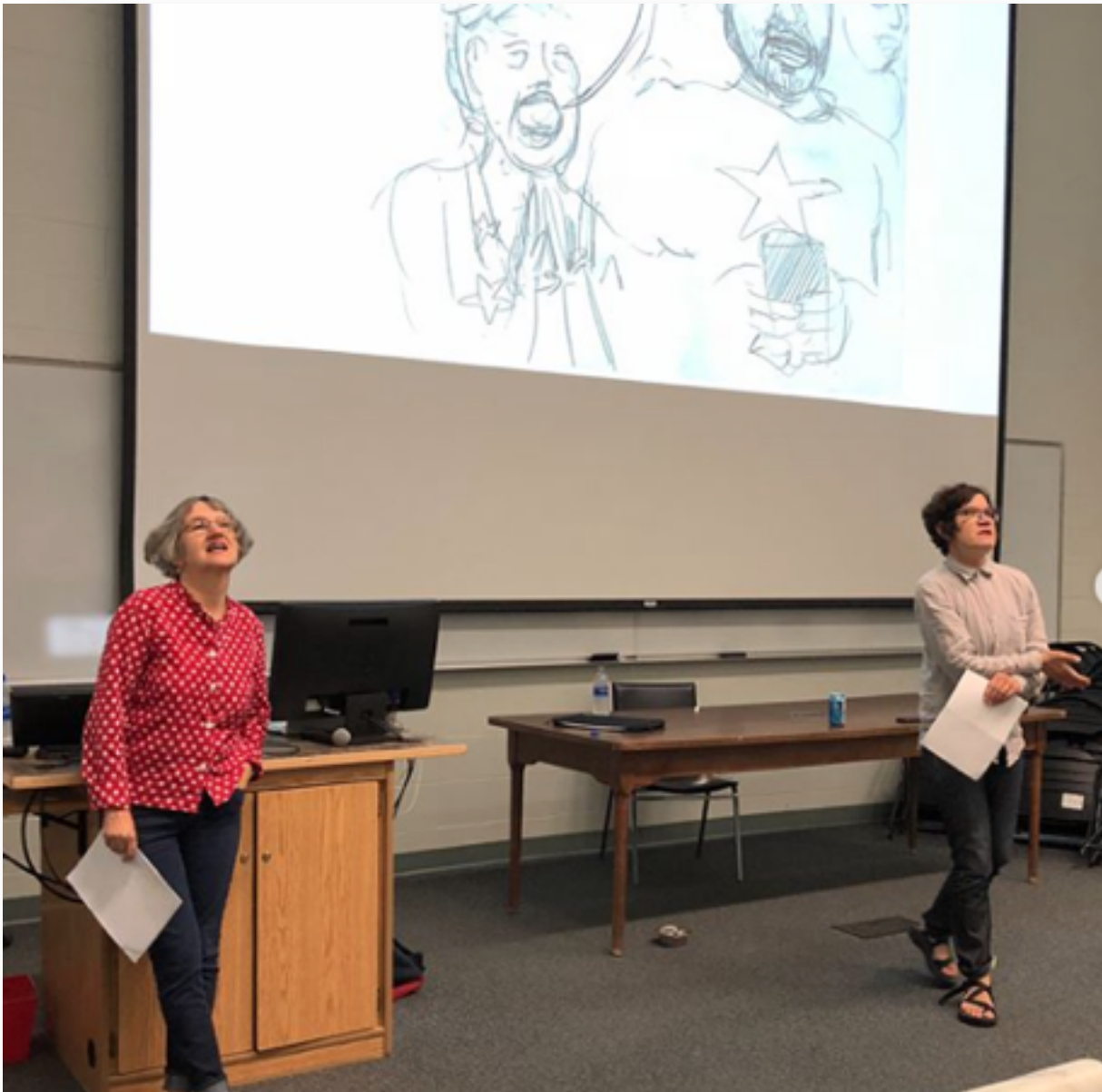
Meet collaborative duo, Nate Larson and Marni Shindelman. Nate lives in Baltimore where he is full-time faculty at Maryland Institute College of Art. Marni lives in Athens Georgia and is an Associate Professor in Photography at the University of Georgia. Marni and Nate have been working in Rochester all month on a commission for The George Eastman Museum.



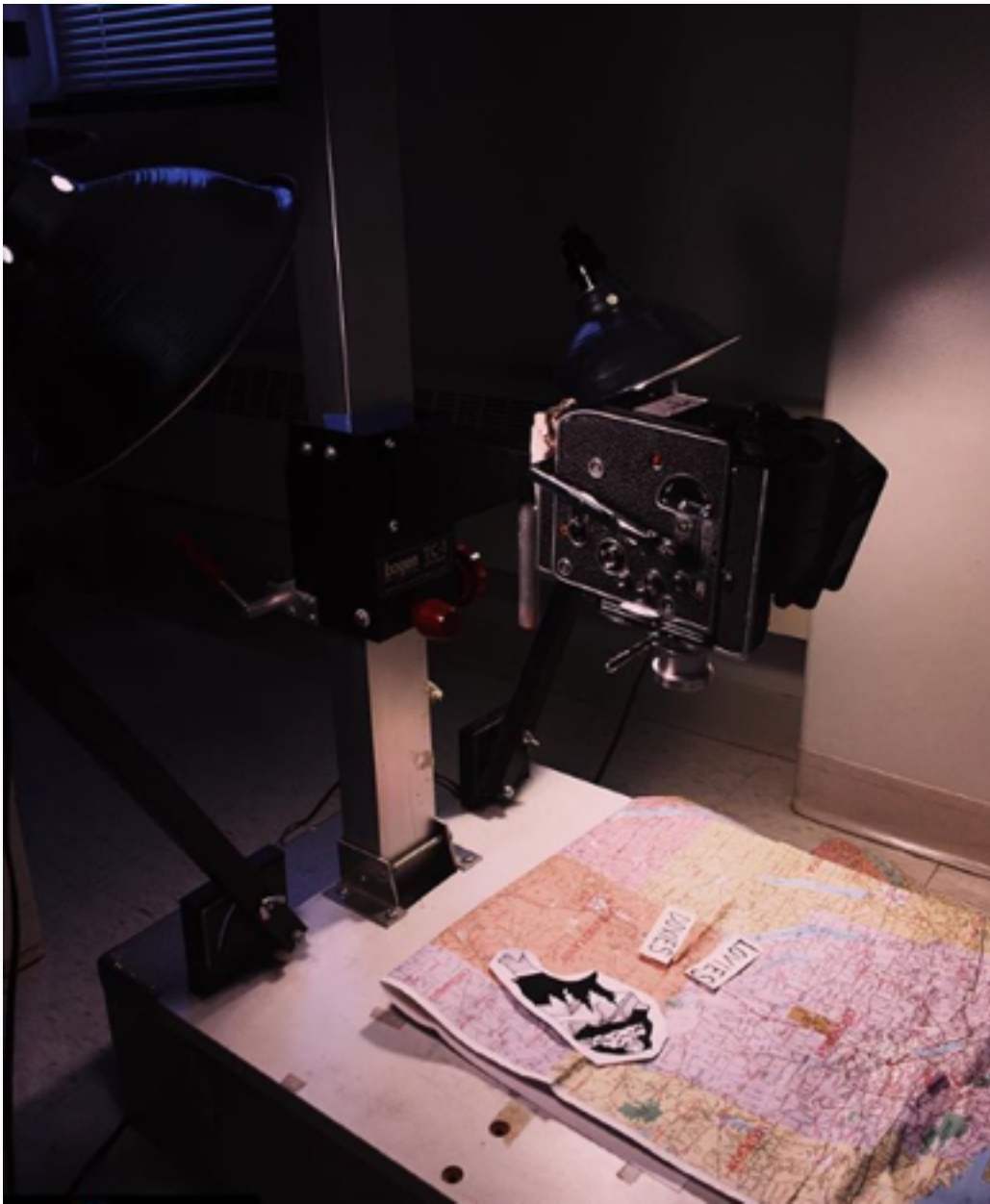
Film students working with sound teacher Sei Harris.



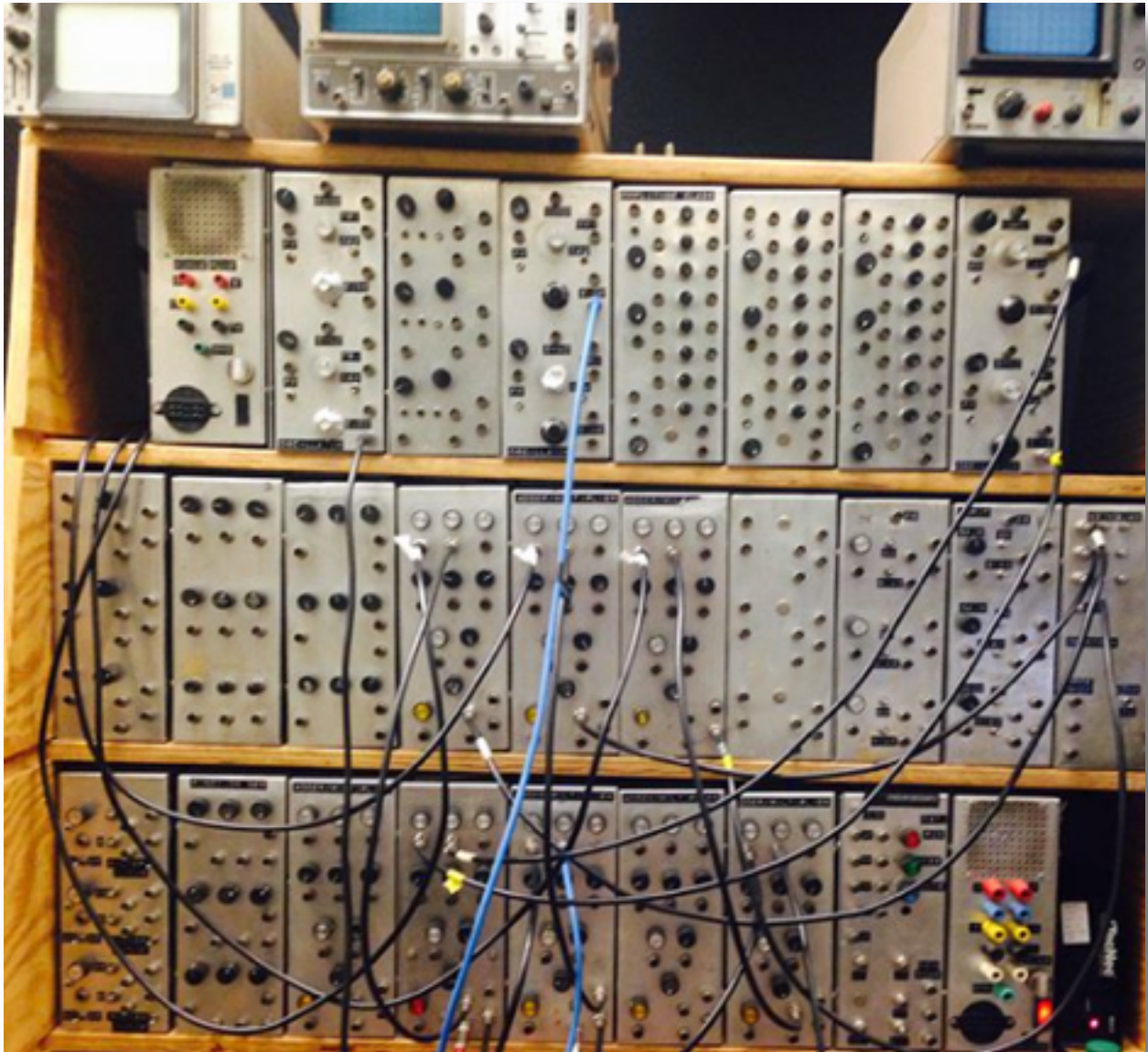
Computer Arts class working on their extinction project with cut out animations from storyboards they individually designed.



Visiting artist [#zoebeloff](#) screened her new film, *Exile*, in which an Iranian Bertolt Brecht and an African American Walter Benjamin wander through the streets of New York City making connections between fascism in NYC in the 1930s and contemporary racism. Video students interviewed her the following day.

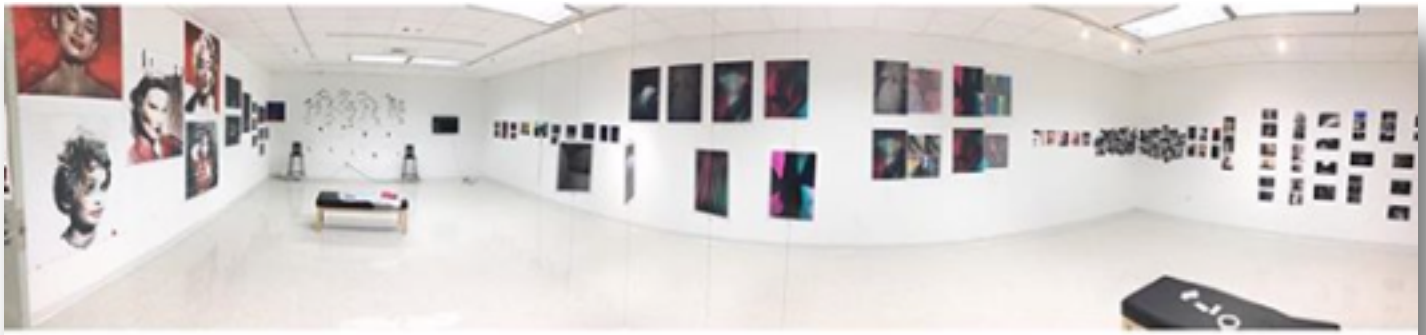


BOLEX ON AN ANIMATION STAND!! Film class did it all!



Video teacher Pearl Salas has worked on a machine called the Sandin Image Processor. There are only two of these in the country and one is at Alfred University. Here's an image to show you what it looks like.

AND so much more



Watch our newsletters throughout the year as we feature the work of New York's future Media Artists.

Announce this great opportunity to your students as soon as school begins. Entries for the next session will likely be accepted beginning in February 2019. It's never too early to think about that admissions portfolio.



REPRINTED FROM THE JULY 2018 EDITION

Tools of the Trade

Storyboarder, a must have for creative video makers

by Mathy Vanbuel, ATiT, Belgium

Some tools are so good that you can't believe that they are still free! Storyboarder is just such an example. Wonder Unit is a film studio that is generous enough to share the results of its own research and development: they share tools that they want or need for their production workflow with the community. That is where Storyboarder comes from, the name says it all: a free story board software. Storyboarder is dead simple and makes it easy to draw a fast and appealing visualisation of the story of your video, to add some simple animation to it and as a result to create a draft impression of your video without actually filming it.

This software includes all the familiar drawing tools like pens, boards and adds the data that the video director needs to get a clear idea of timing, image composition, dynamics etc. For more complex or sophisticated graphical input, the rough Storyboarder result can be further edited in Photoshop, edits in Photoshop are automatically updated in Storyboarder! This is a brilliant tool for scenario writers and directors who want to share and show their concepts and/or shot lists with their instructional designer, producer or academic at a very early phase in the video creation process, to see if their ideas will work as a video. There is no need to be a graphics artist and if you prefer to work on paper, you can print out storyboard worksheets and re-import your drawings as pictures into a new or existing project.

Get Storyboarder here: <https://wonderunit.com/software/storyboarder/>

More of the July edition here: https://media-and-learning.eu/files/newsletter/Media-and-Learning-News_2018-07.pdf#lippo

STHE ROD SERLING FILM FESTIVAL 2019

Open to youth
in grades K-12

Accepting
entries
through
5.3.19

For more
information visit
wskg.org/filmfest

CATEGORIES

Abstract/Experimental
Documentary
Fiction/Story
Sci-Fi/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 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>	ddhodges@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>

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.

Resources

FILMS BY KIDS

<http://ny.pbslearningmedia.org/collection/films-bykids/>

Student Filmmakers Magazine

http://www.studentfilmmakers.com/enews/IBC-2014_StudentFilmmakers-Magazine.html

NEW STANDARDS FOR MEDIA 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/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>

NATIONAL GEOGRAPHIC GUIDE TO PHOTOGRAPHY

https://www.nationalgeographic.com/content/dam/ngdotcom/rights-exempt/NatGeo_GuideToPhotography.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

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?