



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

"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

In This Issue

- The Art Effect
- NYSSSA / Media Arts
- Rod Serling Film Festival
- Media and Learning News
- MATA Officers and Regions
- MATA leadership nomination form
- Resources
- Community Opportunities

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

THE ART EFFECT

**Poughkeepsie NY's community art experience will
celebrate its first anniversary on January 1.**

The Art Effect was born on January 1, 2018, as a result of the merger of Spark Media Project and Mill Street Loft, two impactful arts nonprofits based in Poughkeepsie, NY. With this merger, The Art Effect became a single, powerful arts education and youth development agency serving youth across the Hudson Valley.

Spark Media Project was founded in 1994 (originally named Children's Media Project) by Maria Marewski. Spark Media Project, a media art, technology, and education organization, served young people, artists, schools and organizations in the Hudson Valley, with a focus on using media as a tool for creative expression, critical thinking, and skills development.

Mill Street Loft was founded in 1984 by Carole Wolf. Mill Street Loft delivered arts-based programming that has transformed the lives of thousands of residents and their families. Through visual arts courses, camps, and outreach programs, Mill Street Loft was committed to supporting personal growth, fostering self-expression, and enhancing human services through the arts in order to rebuild a shared sense of community. (reprint from their website)

Go here for more information: <https://feelthearteffect.org>
Note Art Effect events are open to all.



NYSSSA Dates for 2019 are July 13 - August 9
The application will be available January 15
here: <http://www.oce.nysed.gov/nysssa/media-arts>

Media Arts Course Descriptions

16MM + SUPER 8 FILM PRODUCTION

In this analog film production class, students explore the moving image as a visual language system and creative tool for self-expression. Students shoot with Bolex 16mm and Super 8 cameras, while learning the interdependence of time, light, and motion. Principles of film exposure, latitude, non-sync sound strategies, film stocks, analog and digital editing techniques, and darkroom processes – traditional and alternative – will be explored. In addition to shooting short film projects, students experiment with various handmade film techniques, cut found-footage montages, and critique each other's work. Daily screenings of avant-garde, animated, independent and foreign films engage students with a diverse range of ideas and conceptual story-telling techniques. Students develop their own vision and analytic tools while gaining hands-on experience in film production. Final work is screened in a theatrical setting at the end of the program. No prior experience in film production is necessary; all equipment and film stock will be provided.

DIGITAL + EXPERIMENTAL PHOTOGRAPHY

The digital photography program at NYSSSA engages young photographers at all levels to make work that develops a personal vision of what photographic arts can be. Students will learn the fundamentals of the DSLR camera, studio lighting and street photography, and edit in Adobe Photoshop and Lightroom. Students print their images in small, large, and book formats, and explore alternative processes including image-appropriation, cyanotypes, and Polaroid and ink transfers. In addition to looking at work by conceptual, social documentary, portrait, and nature photographers we explore work by filmmakers, performance artists, painters, and photo historians and theorists. At the end of the program, students install their final projects in a gallery for a final show that is open to the public, family and friends. Optional equipment requirements: DSLR camera with RAW shooting capability, memory cards, camera battery, camera charger, and tri-pod. Cameras and gear will be provided for students who need it.

ANIMATION ART

NYSSSA Media Art's Animation program invites both experienced animators and enthusiastic beginners to spend a full month learning, pushing, and breaking the laws and principles of animated motion. We start in familiar territory, understanding and mimicking the basic physics laws of masses in motion. The real fun starts when we exaggerate natural physics, when we break the laws, when animated motion shows character and intention. Students should come with a passion for drawing and the ability to stay focused and motivated through exercises into self driven projects. By the end of the month you can be an independent animator, expressing your ideas and visions to the world.

The principles of animated motion we learn are applicable across all animation mediums: both 2D and 3D, manipulating physical materials and creating in the digital realm. We start the class with stop-motion experiments, gaining experience with lighting, photographing, and animating a stop-motion character rig and set. We animate on iMacs with Cintiq drawing tablets and use Adobe Animate (formerly Flash) and Photoshop. We create, record, and edit sound through Adobe Audition, and compose our final edits through Adobe Premiere. You need not have prior experience with the software, we will show you what you need to know to get started, and offer specific guidance with techniques and workflows as your projects and abilities expand. Throughout the month, students are exposed to broad range of work by independent and experimental animation artists.

VIDEO ART

NYSSSA Video class is a unique and immersive educational experience in which students work individually and together to make brave new work that they believe in. We show a variety of experimental video work along with canonical works that push boundaries and offer an outline of the rich history of moving images. Students learn the basics of lighting, sound-recording, cinematography and Adobe Premiere editing software. The class is a safe-space for students to be vulnerable, to grow, to take risks within their work, and to open their eyes to worlds beyond their own video production background. The curriculum is composed of a range of projects that expose the students to alternative modes of making and storytelling. Each completed project culminates with a group critique focused on constructive criticism and helpful feedback. Past student work includes experimental narratives, essay films and music videos. All required equipment is provided by NYSSSA; you do not need to have direct prior experience with the video medium to apply.

SOUND ART

Students learn the elements of sound design, field recording, studio mixing and collaborative styles for visual mediums (soundtracks for film, installation and performance). The curriculum exposes students to experimental composition and avant-garde music, foley techniques, storytelling and podcast production, and audio mixing / post-production techniques. Students learn Ableton software and have access to a range of professional microphones, musical instruments, keyboards and digital recorders. No prior experience in sounds art is required. The curriculum will also include audio storytelling and documentary (Podcasting) in addition to audio recording and mixing for music, soundtracks, experimental sound art.

Announcing the 2019 Regional Media Arts Shows

Reserve your bus early and contact show coordinators for more information.

Lower Hudson Region at Westchester Community College
Tuesday, March 12, 2019

Mike Witsch / mjwitsch@optonline.net

Claudia Abate / cabate@mtplcsd.org

Long Island at Five Towns College

Friday, March 22, 2019

<https://www.esboeces.org/Page/306>

Bill Buchholz / wbuchholz@farmingdaleschools.org

Doug Hodges / ddhodges@gmail.com

Western New York at SUNY Buffalo

TBA

Elizabeth Randell / ERandell@tona.wnyric.org

Domenic Licata / djlicata@buffalo.edu

Central New York

TBA

Keith Rosko / ROSKOK@cforks.org

Capital Region

TBA

Steve Honicki / shonicki@niskyschools.org

New York City

TBA

Eric Heyworth / ericvcr@aol.com

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



November 2018

Highlights in this month's newsletter include:



[10 researched tips to produce great video in learning \(some will surprise you\)](#) by Donald Clark, Wildfire Learning Ltd., UK



[Media education teaching and research from the north, for the world](#) by Hanna Vuojärvi, University of Lapland, Finland



[Celebrating 10 years of Opencast at the 2018 Opencast summit](#) by Olat Schulte, Opencast/METH Zurich, Switzerland



[Media & Learning Video in Higher Education Conference in Leuven 5-8 June 2018](#) Themes & dates announced



[Meet the Media and Education Special Interest Group \(M&E SIG\) in the Netherlands](#) Let's work together!



[Dominant form of instruction in the US is video](#) Pearson study underlines growing importance of video

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



December 2018

Highlights in this month's newsletter include:



[BildungsTV – Austria's one and only online educational video platform](#) by Ursula Simmersberger, Education Group, Austria



[Using assessment tools that include video to improve learning](#) by Amanda E. Compton, George Mason University, Virginia, U.S.A



[Meet the Association of Media Centres at Universities in Germany \(AMH\)](#) by Dr. Udo Kullik, chairman of the amh e.V., Germany



[Pushing the envelope at the Video in Higher Education Conference 5-6 June 2019](#) Submit proposals by 21 January 2019



[Almost 70 people attend event on fighting disinformation with media literacy](#) jointly organised by Evens Foundation and Media & Learning



[Using AI in educational portals and CER repositories](#) EdReNo's forthcoming webinar and white paper

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

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.

NYSMATA 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>

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

MEDIA ARTS AT A GLANCE

<http://www.nysed.gov/common/nysed/files/programs/curriculum-instruction/nys-media-arts-at-a-glance-final-8-13-2017-high-res.pdf>

GLOSSARY

<http://www.nysed.gov/common/nysed/files/programs/curriculum-instruction/nys-media-arts-glossary-final-high-res.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.burnsfilmmcenter.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?