

media arts teachers association



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 and the NEW NYS Media Arts Standards.

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

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**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

Long Island Media Arts Show

The morning of Friday March 22nd buzzed with excitement at Five Towns College, DixHills, as high school students from all over Long Island prepared to showcase their creative work.

Watch the live media coverage of the event as reported by the news team of Five Towns College.

<https://www.facebook.com/watch/?v=271239680461076>



28 Farmingdale High School art students from Mrs. Steffen's and Ms. Capasso's classes participated in the Long Island Media Arts Fair at Five Towns

College on Friday March 22, 2019. Students exhibited their digital photography, computer graphics, and films to be adjudicated. The Farmingdale students received 19 "Best in Show" awards!

**WELL DONE
Long Island**

Huntington Union Free School District



Spreading the “Work”

By Robyn Talbot-Howard
John Jay HS, Photo Media (LHR)

A little over a year ago I decided to jump headfirst into the Twitterverse to spread the amazing work my students were creating in my 4 different levels of Photo Media classes. I had no prior experience with the app, being more of a Instagram junkie

myself. I quickly embarrassed myself in front of my kids by liking my own tweets, which apparently is a big no-no. Several student-led tutorials later, I started a “Photo of the Day” tweet that has added a new level of excitement to my program.



When it’s my month to display student artwork in our school showcase, or even when we hold our annual YAM (Youth Art Month) after school exhibit and film screening in our library, the audience is the student body and faculty. Wappingers hosts an amazing annual district show where students can bring their family and friends to see their work and listen to performances, but again my audience is limited. Posting my student work to Twitter has opened the doors to the school and the studio. Current students and their friends, alumni, parents, and district office staff follow me and regularly like and retweet my posts. At a recent Superintendent’s Conference Day, our Fine and Performing Arts Director gave a shout out to the Jazz Band teacher and me for

our tweets. While her busy schedule precludes her from visiting the classrooms as much as she likes, she feels like she’s interacting with our students every day on Twitter.

The feed has also created a new level of competition. Kids who don’t even HAVE a Twitter are asking if their work is worthy of “Photo of the Day.” My criteria? Knock my socks off. Create an image that jumps off the screen. And it’s worked. Students in my Photography 2 course have especially pushed themselves out of their comfort zones and even send



me images that they are creating outside of class.

With the help of Google Classroom I can do it all on my phone - great for the crazy days when I barely have time to enter attendance in the computer. Someone always stops in on their way to the bus or parking lot after 8th period to remind me in case I forgot. They wait for it. I honestly had no idea it would blossom as much as it has, with 117 followers. I guess that's pretty good, according to my kids. So follow me on Twitter! #jjphototalbot

I'm interested in what all of YOU are doing to spread word about your programs! Please send me an email with a line or two and a link if possible.
robyn.talbot@wcsdny.org

RENEW YOUR MEMBERSHIP

After many years of not asking for dues, the piggybank is just about empty. You may remember last year's statewide awards for students. That depleted quite a bit of our treasury and we need a refill.

Those members who have recently paid dues will have their paid membership extended through March 2020.

To renew, print and fill out the form attached to the April Newsletter email.

Then, complete your registration by mailing your \$10.00 membership fee to:

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

Thank you in advance. We have received many suggestions for student and teacher recognition but we cannot accomplish anything without funding.

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	NYC
<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

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

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/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>

The Art Effect / (formerly Mill Street Loft + Spark Media) 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. The Art Effect empowers the next generation to harness their creative voice to shape their future and bring about positive social change.

<http://feelthearteffect.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

PHOTO FINISHING SERVICES

Albany, NY

<http://mcgreevyprolab.com/photo-lab-services/film-processing>

Bergen, NJ

<https://bergencountycamera.com>

Larchmont, NY Homefair Camera in Westchester County also processes film: (914) 834-4564
production@homefaircamera.com

Can you add to this list? Forward info to: mealia.mata@gmail.com

Opportunities In Your Community

Tips from Nikon

<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

www.feelthearteffect.org

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?