



NEWSLETTER

MAY 2019



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

In This Issue

- Holography
- Last Images for 2019
- MATA Renew your membership
- MATA Officers and Regions
- Media and Learning News
- Rod Serling Film Festival
- 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

HOLOGRAPHY

Those of you who were with NYSMATA in the late 1980s, early 1990s, may remember that Holography was on the curriculum lineup at NYSSSA / Media Arts.

Lasers, lenses, stabilization tables, glass plates, film and a still environment were all part of the process.

Images captured the 3D qualities of objects, in carefully arranged compositions. The elementary schools of North Bellmore, L.I. boasted the nation's only permanent Holography program in grade school.

This was a time when most consumers knew Holograms to be little metallic globes or birds on their credit cards that rotate and change colors as the card is moved.

Susan Cowles Dumitru was director of education at the Museum of Holography in New York City and taught the North Bellmore students once a month. She believed that only one state, New York, had integrated holography into its schools. About 10 high schools in the state had holography programs, she said, and at least 100 more used the technology in teaching.

Holography programs help bridge a gap between science and the arts, she said, and the children at North Bellmore agreed that the program was special.

Credit: <https://www.nytimes.com/1989/04/09/education/spring-report-laser-3-d-lessons.html>

Susan is an award winning Holographic artist who currently teaches in the Pleasantville school district (Lower Hudson Region).

Contact us if you taught at one of the 10 high schools mentioned in the article and tell us your story.

TICK TOCK

School's Out for Summer (soon)

But in the meantime, the darkroom and computer room in John Jay's Media Arts Lab are bustling. Here are some of the newest entries on the JJphoto Twitter page.







Teacher: Robyn Talbot / John Jay HS Hopewell Junction, NY

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>

Media & Learning News



MEDIA & LEARNING
ASSOCIATION

Featured Articles



HTML Heroes – An Introduction to the Internet

Webwise's newest education programme; HTML Heroes: A introduction to the internet received a European Media Literacy Award three weeks ago at the European Media Literacy Conference in Brussels. Webwise were awarded for most educative

media literacy project for the HTML Heroes Programme, the award was presented by Giuseppe Abbamonte, Director for Media Policy at DG Connect.

Media Learning and Data Protection Law

Anyone involved in media production nowadays, whether for education or for any other reason, needs to understand privacy law. We invited Emmanuel Salami who has published articles on data protection law and who works as a data protection counsel in Germany to bring us up to speed.



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.

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

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)

<http://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?