

media arts teachers association



NEWSLETTER

OCTOBER 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".

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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

2020 NYSMATA MEDIA ARTS SHOWS

It's that time of year to reserve the date, announce your event to your students and arrange for transportation.

Dates for the upcoming **Regional Media Arts Shows** follow along with region contacts for more information.

Elizabeth Randell

Western NY / U Buffalo

ERandell@tona.wnyric.org

Friday / April 3, 2020

Kelly Jones

Capital / Niskayuna HS

KJones@niskyschools.org

Wednesday / April 8, 2020

Keith Rosko

Central NY

ROSKOK@cforks.org

Doug Hodges

Long Island / 5Towns College

ddhodes@gmail.com

Eric Heyworth

NYC

ericvcr@aol.com

Michael Witsch

Lower Hudson / Westchester CC **Tuesday / March 10, 2020**

mjwitsch@optonline.net

We are looking forward to another year of great MEDIA ARTS in NYS.

STUDENTFILMMAKERS

THE #1 EDUCATIONAL RESOURCE FOR FILM AND VIDEO MAKERS

"Love the Look: And Leave Your Spot Meter at Home" by Thomas Ackerman, ASC



I received an e-mail query from a University of Colorado cinema student approaching his first interior shoot with 16mm Kodak Vision 500T raw stock. His central question was how to expose the film using studio lighting, in this case a kit limited to three open faced quartz lights. Although he had prior experience as a still photographer, and had accomplished 16mm exteriors as part of his class work at Boulder, the prospect of shooting film inside was a matter of some concern...

Photo by Owen Roizman, ASC.

INSIGHTS: M. DAVID MULLEN, ASC **Q & A on Lighting**



Over the years I've answered many questions from students regarding lighting. One thing I want to emphasize is that what matters most is developing a visual imagination so that one can "see" the lighting in one's mind. I don't think one should tell someone how to light something, just as I wouldn't tell a painter what colors to choose; I can only make suggests on how to physically accomplish an idea, but I can't provide the creative idea itself. Another issue that comes up repeatedly: like how much seasoning to use in cooking, there is a point where how warm or cold or bright or dark a shot should be (or whether a stock is "too grainy" or not) comes down to personal taste...

Read more here:

<https://www.studentfilmmakers.com>

<https://www.studentfilmmakers.com/insights-m-david-mullen-asc-q-a-on-lighting/>

<https://www.studentfilmmakers.com/love-the-look-and-leave-your-spot-meter-at-home-by-thomas-ackerman-asc/>

Study with Scorsese

Martin Scorsese drew his first storyboard when he was eight. Today he's a legendary director whose films from Mean Streets to The Wolf of Wall Street have shaped movie history. In his first-ever online film class, the Oscar winner teaches his approach, from storytelling to editing to working with actors. He deconstructs films and breaks down his craft, changing how you make and watch movies. *(text and images from the website)*



[https://www.masterclass.com/
classes/martin-scorsese-teaches-
filmmaking?](https://www.masterclass.com/classes/martin-scorsese-teaches-filmmaking?utm_source=Paid&utm_medium=AdWords&utm_campaign=MS&utm_content=Instructor-%7Bkeyword%7D-US_BM&utm_term=Aq-Prospecting&gclid=Cj0KCQjwi7DtBRCLARIsAGCJWBolIECG7KMYPPpDY2xBPAvwun9sORUqGCnEC1PTy7GMtxVHTOwrEXB7QaApjEEALw_wcB)

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BPAvwun9sORUqGCnEC1PTy7GMtxVHTOwrEXB7QaApjEEALw_wcB](https://www.masterclass.com/classes/martin-scorsese-teaches-filmmaking?utm_source=Paid&utm_medium=AdWords&utm_campaign=MS&utm_content=Instructor-%7Bkeyword%7D-US_BM&utm_term=Aq-Prospecting&gclid=Cj0KCQjwi7DtBRCLARIsAGCJWBolIECG7KMYPPpDY2xBPAvwun9sORUqGCnEC1PTy7GMtxVHTOwrEXB7QaApjEEALw_wcB)

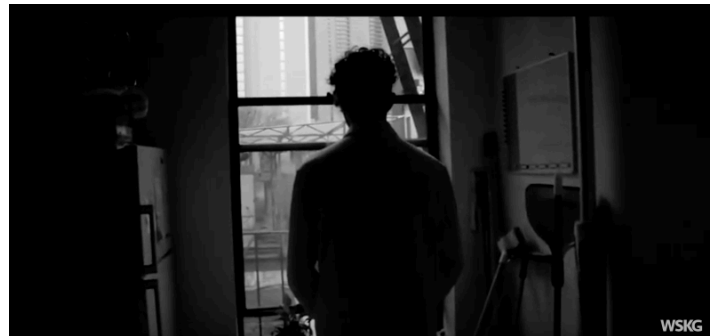


This Festival is held annually in honor of Rod Serling and his work, which has had a lasting influence on the television industry and media creation. The Festival seeks to inspire the next generation of filmmakers. *

Congratulations to the [2019 Rod Serling Film Festival winners!](#)



Best Documentary



Best SciFi / Fantasy

WSKG is proud to present the winners of the 2019 Rod Serling Film Festival in this compilation video. Check out these creative videos made by hard working students from across New York State.

<https://www.youtube.com/watch?v=qTgQQtxEInI&feature=youtu.be>

The Festival is held in partnership with Binghamton City School District's Rod Serling School of Fine Arts, Broome County Forum Theatre, New York State Media Arts Teachers Association and the Serling family.

*Special thanks to Anne Serling & Doug Sutton, Binghamton City School District's Rod Serling School of Fine Arts, Leslie Campbell, and the Judging Committee. **

2020 entry form here: <https://wskg.org/contests/rod-serling-film-festival/> **Due 5/29/20**

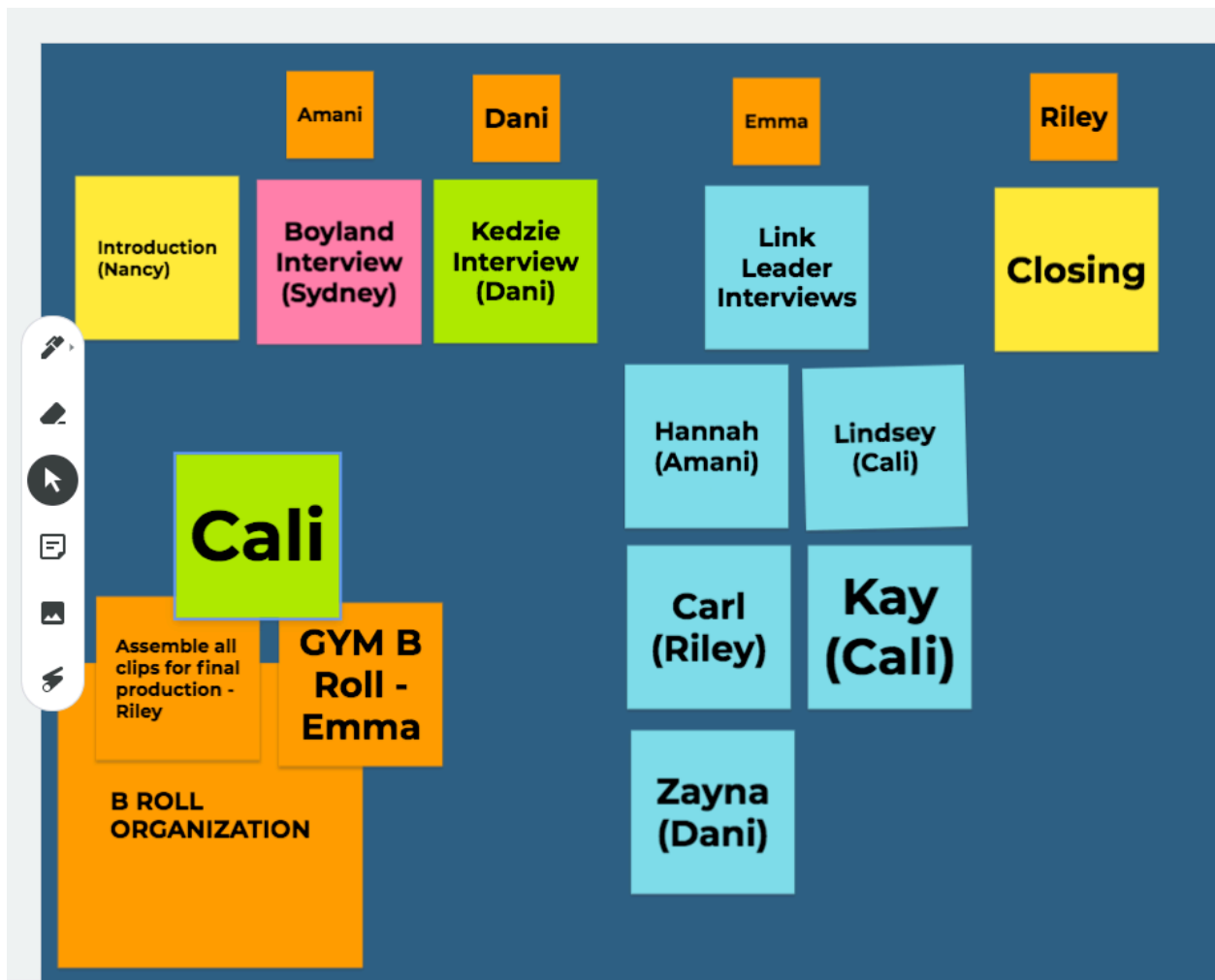
“What’s New in Google”

Last week while taking a “What’s New in Google” inservice in my district, I learned about the free Google app called “Jamboard”. The app is a collaborative whiteboard you can use to create and edit content with other users. I immediately started using the app to create a collaborative storyboard/production schedule with my Media class.

We all have access to the whiteboard and can add up to five different sticky notes in addition to the use of a pen tool that has six different colors. If you have images, you can add them too. This was a great way for us to divvy up the work, assign editors and move segments around.

Screenshot of our whiteboard:

contributed by Robyn Talbot





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 this 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 we can accomplish so much more with 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

Directors

<u>Elizabeth Randell</u>	ERandell@tona.wnyric.org	<i>Western NY</i>
<u>Steve Honicki</u>	<u>stevehphotography@gmail.com</u>	<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 Vice 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

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

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>

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

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?