

media arts teachers association



NEWSLETTER

JANUARY 2020

*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.*

[www.nysmata.org](http://www.nysmata.org)

*"NYSMATA is a wonderful resource for teachers of the media arts in New York State."*

Mary C. Daley, Executive Director (ret.),

"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

## **HAPPY NEW YEAR**

Dear Colleagues,

We want to thank all NYSMATA members for your confidence as we transition into our new roles as Co-Presidents. We plan to continue to support NYSMATA's regional **Media Arts Shows** and the **NYS Summer School of Media Arts** and encourage your students to consider applying to NYSSSMA. There is no other program like it when you consider the exposure to industry professionals, the facilities, expertise of the staff and instructors, the ability to work with peers of like minds and participate in critiques in a collegial atmosphere.

As we begin 2020 and the 51st year of Media Arts Education in NYS we welcome your thoughts for enlisting new members, encouraging participation, your ideas for regional and statewide events and anything that you think will add to your NYSMATA experience and assist you and your students in furthering your development and productivity as Media Artists.

Looking forward to a great 2020 and your suggestions.

Co-Presidents Elect

Robyn Talbot-Howard

[Robyn.talbot@gmail.com](mailto:Robyn.talbot@gmail.com)

& Steve Honicki

[stevehphotography@gmail.com](mailto:stevehphotography@gmail.com)

ACCEPTING APPLICATIONS THROUGH MAY 2020  
**NEW YORK STATE SUMMER SCHOOL FOR MEDIA ARTS**  
**JULY 11 - AUGUST 7, 2020**  
AT ALFRED STATE COLLEGE


A PROGRAM FOR NY STATE HIGH SCHOOL STUDENTS WITH CLASSES IN:

**ELECTRONIC SOUND ART + DESIGN**

**SUPER 8 + 16MM FILMMAKING**

**DIGITAL PHOTOGRAPHY**

**COMPUTER ANIMATION  
& DIGITAL VIDEO**

 **nyssa\_mediaarts**



**APPLY HERE:** <http://www.oce.nysed.gov/nyssa/media-arts>



# New York State Summer School of the Arts

**AN INTERVIEW WITH MICHAEL KARELIS**

**ALUMNUS OF THE NYSSSA SCHOOL OF MEDIA ARTS**

## **What school and year did you attend NYSSSA?**

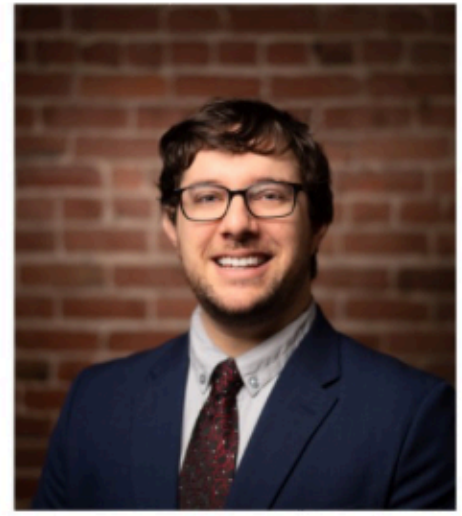
I attended the School of Media Arts' film class in 2003 and 2004. Ghen Zando-Dennis was my instructor and we were at Cazenovia College in Cazenovia, NY both years.

## **What was your favorite NYSSSA memory?**

It must be the epic 80s dance party we had each summer. People went all out with their costumes and danced like there was no tomorrow.

## **Why did you choose to attend the School of Media Arts?**

I wanted the opportunity to work with film and be around a diverse group of creative peers.



## **How did your experience at NYSSSA contribute to your career?**

My experience helped condition my creative muscle. It gave me the confidence to explore ideas that don't fit a mold. Being around so many other creative individuals opened me up to new ideas that broadened my worldview and in turn made me a better team player. I don't think there's been any other experience that's provided this level of creative, emotional, and social growth in my life.

## **What advice would you offer to NYSSSA students?**

Be present, open-minded and ready to challenge yourself on many levels. Prepare to grow in ways that you weren't expecting in an environment that couldn't be more nurturing and supportive. And when it's all over keep in touch, advocate for the program and arts education in general, and pass on the knowledge and skills you've learned.

TEACHERS, please tell your students, NYSSS/MA Alumni are invited to post on the NYSSSA questionnaire page and or send NYSMATA your artist statement with links to work or jpegs. [mealia.mata@gmail.com](mailto:mealia.mata@gmail.com)

[https://docs.google.com/forms/d/e/1FAIpQLSdtNC5Nx-mos2Q3bAMAbwyXmjeoAJPhVx7FKg8MvvWzndiJ1Q/viewform?fbclid=IwAR1Drjv5jiMZq1tFuauYITTp5HKs\\_hPiO-VtL8LTX7GamFA\\_O-JPwCyD7ZY](https://docs.google.com/forms/d/e/1FAIpQLSdtNC5Nx-mos2Q3bAMAbwyXmjeoAJPhVx7FKg8MvvWzndiJ1Q/viewform?fbclid=IwAR1Drjv5jiMZq1tFuauYITTp5HKs_hPiO-VtL8LTX7GamFA_O-JPwCyD7ZY)

## **MEDIA ARTS SHOWS / 2020**

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  
*Niskayuna HS*

KJones@niskyschools.org  
*Capital Region*  
***Wednesday / April 8, 2020***

Keith Rosko  
*Central NY*

ROSKOK@cforks.org  
***TBA***

Doug Hodges  
*Long Island / 5Towns College*

ddhodes@gmail.com  
***Friday / March 20,2020***

Eric Heyworth  
*NYC Region*

ericvcr@aol.com  
***TBA***

Michael Witsch  
*Lower Hudson / Westchester CC*

mjwitsch@optonline.net  
***Tuesday / March 10, 2020***



# Scholastic Art & Writing Awards

SUPPORTING THE FUTURE OF CREATIVITY SINCE 1923

## Who We Are Our History

<https://www.artandwriting.org/who-we-are/>

“...to give those high school students who demonstrate superior talent and achievement in things of the spirit and of the mind at least a fraction of the honors and rewards accorded to their athletic classmates for demonstrating their bodily skills.” –  
*Maurice R. Robinson, Founder*

Since 1923, the Scholastic Art & Writing Awards have recognized the vision, ingenuity, and talent of our nation’s youth, and provided opportunities for creative teens to be celebrated. Each year, increasing numbers of teens participate in the program, and become a part of our community—young artists and writers, filmmakers and photographers, poets and sculptors, video game artists and science fiction writers—along with countless educators who support and encourage the creative process.

## Our Mission

The Scholastic Art & Writing Awards are presented by the Alliance for Young Artists & Writers. The Alliance is a 501(c)(3) nonprofit organization whose mission is to identify students with exceptional artistic and literary talent and present their remarkable work to the world through the Scholastic Art & Writing Awards. The Awards give students opportunities for recognition, exhibition, publication, and scholarships. Students across America submitted nearly 340,000 original works this year in 29 different categories of art and writing.

## How do I enter work in the Scholastic Art & Writing Awards?

Students can create an account to upload their work. If you are an educator, create your account to register your students. Submission deadlines vary by region.

GO HERE: <https://www.artandwriting.org/what-we-do/the-awards/guidelines-deadlines/>

Find your affiliate partner by entering your school’s zip code.



## JANUARY 2020



### Analyzing classroom videos with the Opencast Annotation Tool (OAT)

4 weeks ago 3 min read

Classrooms videos are a standard learning object in teacher training; analyzing them collaboratively is a challenge for both students and instructors. This use case from the Institute of Psychology in Education and Instruction, University of Münster in

Germany, demonstrates how the Opencast Annotation Tool supports students in improving their professional vision of classroom interactions.

### Media Literacy by Design

5 days ago 3 min read

The current media landscape is characterised by the rise of online platforms which curate and present media content to users, either wholly or partially as a result of algorithmic decision-making. These platforms (such as Facebook, Twitter, Google, YouTube...) and their algorithms for media provision have brought numerous benefits for consumers, media companies and advertisers. But, at the same time, several concerns and harms have emerged as a result (manipulation, misinformation, disinformation, data protection...), positioning again the role of media literacy at the cornerstone.



**And more:** <https://news.media-and-learning.eu/newsletter/january-2020/>



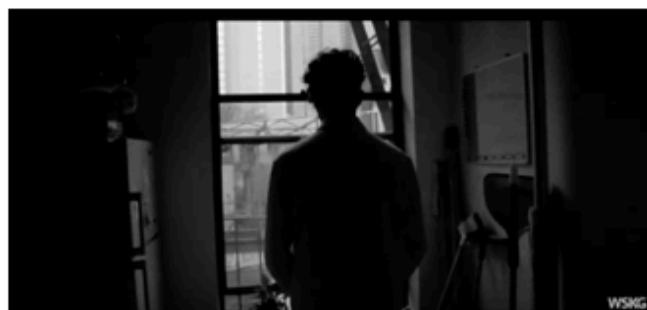


This Festival is held annually in honor of Rod Serling and his work, which has had a lasting influence on the television industry and media creation. The Festival seeks to inspire the next generation of filmmakers. \*

## 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**

\* from the WSKG website



## 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 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
<i>Stephen Honicki / Robyn Talbot Howard Co-Presidents Elect</i>	

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 10 & 11 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>



JANUARY 2020

## SEEKING NOMINATIONS / NYSMATA Vacancies

***Return this form via email to:***  
***Michael Witsch***    [mjwitsch@optonline.net](mailto: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 Vice President(s) and Treasurer 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
- ☐ Treasurer
- ☐ 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 **Treasurer** collects dues, maintains the NYSMATA state account, keeps the member list up to date and distributes member cards. Additionally, the treasurer keeps the Co-Presidents informed of our financial health and cc's member lists and account balances to all officers.

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](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](https://www.nationalgeographic.com/content/dam/ngdotcom/rights-exempt/NatGeo_GuideToPhotography.pdf)

## **The Picture House Regional Film Center**

175 Wolfs Lane  
Pelham.NY 10803

[www.thepicturehpuse.org](http://www.thepicturehpuse.org)

Offering Summer Filmmaking Camps, "Voice & Vision" Education Program, Student Showcase, TPH Film Club



*Can you add to this list? Forward info to: [mealia.mata@gmail.com](mailto:mealia.mata@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://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](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](http://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](mailto:production@homefaircamera.com) *video & photo inter-format transfers, all work done in-house.*

# 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](http://www.feelthearteffect.org)**

Buffalo area

**<http://www.squeaky.org/education/>**

Lower Hudson / Westchester / Rockland

**<https://education.burnsfilmcenter.org/education>**

**[www.lmctv.org](http://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?