

media arts teachers association



NEWSLETTER

FEBRUARY 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*

#### In This Issue

- Black History Month
- Fashion Photography
- NYSSA MEDIA ARTS
- Louis Schwartzberg
- Media Arts Shows
- News from NYSED
- Rod Serling Film Festival
- Be a Member in good standing
- MATA Officers and Regions
- Media Learning and News
- 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

## **BLACK HISTORY MONTH**

from TIME online

<https://time.com/4673827/black-photographers/>

"For Black History Month major artists such as Carrie Mae Weems, curators such as Azu Nwagbogu and educators like John Edwin Mason, were asked to each nominate one under-the-radar, exciting African American photographer. By no means a definitive list of panelists or nominees (for that, check out TIME's "100 Photos" project), this is instead a personal and subjective tribute to the thriving field of contemporary African American photography."

"*Come to Selfhood* is an important and "I-opening" project! I am excited to see how **Joshua Rashaad McFadden** used The Family of Men Photographic Archive to extend his own conversation about visualizing masculinity."

Nominated by Deborah Willis, chair of the Department of Photography & Imaging at the Tisch School of the Arts at New York University



"**Chandra McCormick's** photograph *Angola Rodeo Prison, Men Breaking Wild Horses* depicts incarcerated men wrangling horses. For over 50 years, the annual Angola Prison Rodeo has

taken place in a stadium near the prison. Prisoners compete in events such as bull riding and rope work." Nominated by The Studio Museum in Harlem

**READ AND SEE MORE AT THE LINK ABOVE**

# A Change of Scenery

By

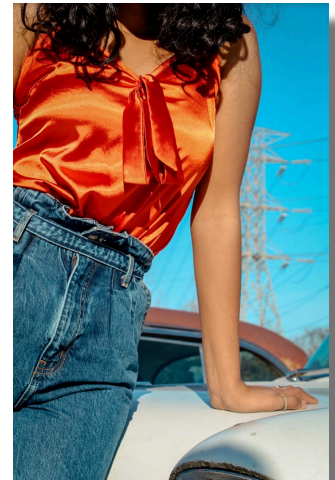
Robyn Talbot-Howard Co-President Elect (LHR)

I don't know about you, but sometimes it's a struggle designing shoots during these drab winter months. While I have a beautifully renovated lighting studio to work with, I find that my students do some of their best work outside in locations they have to scope out.



After doing some research on Richard Avedon and his impact on fashion photography, I discovered that his revolutionary departure from a lighting studio was not a choice - but rather because he was not allowed to use it when he started working at Harper's Bazaar. This obstacle drove him to shoot models and fashions on the street, at the circus, and other uncommon locations. With this in mind, I share with you selected work by my Photography 3 class and their fashion shoot.

Students researched fashion photography from their favorite designers and stores looking at location, composition, and pose. We brainstormed contemporary fashion and accessories, everyone having the freedom to choose their own subjects.




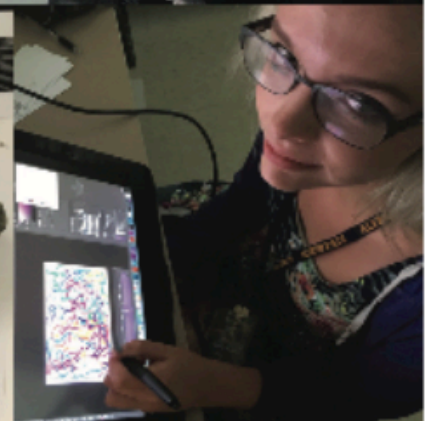
John Jay Sr. High School  
Hopewell Junction, NY



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**

 **nysssa\_mediaarts**



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

# RECOMMENDED

## Library of Congress

<https://www.africanamericanhistorymonth.gov/about/>

**Louis Schwartzberg**, is an American director, producer, and cinematographer. Schwartzberg is recognized as a pioneer in high-end time-lapse cinematography.

“Gratitude: The Short Film by Louie Schwartzberg” on Vimeo:  
<https://vimeo.com/44131171?ref=em-share>

“As the only filmmaker in the world who has been shooting time-lapse 24/7 continuously for over four decades, Schwartzberg is a visual artist breaking barriers, connecting with audiences, and telling stories that celebrate life and reveal the mysteries and wisdom of nature, people and places.”

from his website: <https://movingart.com/louie-schwartzberg-filmmaker/>

Many of you may still have the slides and tapes from Kodak’s series on composition. **Photography Pro** has expanded those six guides to twelve. There’s really nothing new, just an expansion of the original six but with updated examples and more details that may be useful to you — easier than finding a slide projector and tape player too.  
<https://photographypro.com/composition/?usrc=email>

# 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 / 5 Towns 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**

**NYSED**

reprinted from

<http://www.nysed.gov/curriculum-instruction/arts-course-approval>

## Arts Course Approval

Approval of Locally Developed Syllabi in Arts (Dance, Music, Theatre, Visual Arts) Education Information and Application

- [Guidance for Locally Developed NYS Media Arts Courses](#)

### ARTS COURSE APPROVAL PROCESS UPDATE

The 2017 NYS Learning Standards for the Arts offer fresh and exciting opportunities to re-envision arts curricula for the diverse range of 21st century students we teach in our schools today. The Department recognizes that new arts standards call for professional development opportunities for arts teachers, a chance to collaborate with others, and time for curriculum design and piloting.

To assist teachers and districts, the Office of Curriculum and Instruction is currently reviewing the application process for approval of locally developed high school arts courses, with the intention of streamlining the process and providing easily accessible guidance for course design. Teachers from across the state in multiple arts disciplines are assisting us in this process.

Therefore, while this review is ongoing, submissions of new applications, and/or for 1-year and 3-year continuing approvals will not be required until further notice. Until such time as the approval process is reestablished, schools and districts are expected to ensure that new locally developed course offerings designed to culminate in diploma credit, are appropriately aligned to the Arts Learning Standards at the Proficient, Accomplished, or Advanced levels.

**AND**

NYS Graduation Measures Review 5 Guiding Questions

<http://www.nysed.gov/common/nysed/files/programs/grad-measures/graduation-measures-guiding-questions.pdf>



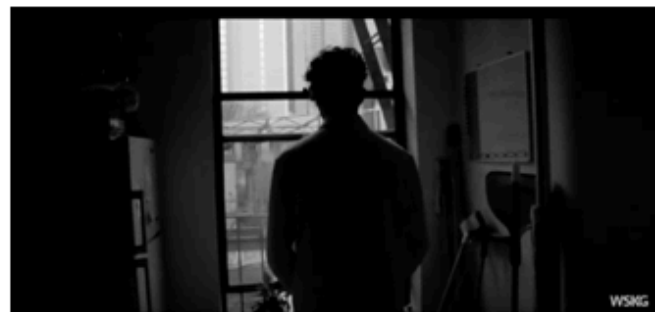


This Festival is held annually in honor of Rod Serling and his work, which has had a lasting influence on the television industry and media creation. The Festival seeks to inspire the next generation of filmmakers. \*

## 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

*Stephen Honicki / Robyn Talbot Howard Co-Presidents Elect*

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>	stevehphotography@gmail.com	<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	<i>NYC</i>
<u>Michael Witsch</u>	mjwitsch@optonline.net	<i>Lower Hudson</i>



AR & VR

## Virtual reality brings unique learning analytics

In the first article of this series on learning and training in virtual reality, I demonstrated the affordances of learning in...

📅 3 days ago ⌚ 4 min read



HIGHER EDUCATION

## Capturing Conflict: visually powerful yet steeped in meaning

Four countries. Three research projects. An interdisciplinary core team of ten researchers,...

📅 4 days ago ⌚ 5 min read



FEBRUARY 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?