

media arts teachers association



NEWSLETTER

MARCH 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

"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

Capturing the "Sunday Morning" Moments of Nature

"Conor Knighton meets some of our team of videographers who bring the beauty and sounds of nature to our broadcast each week." (CBS)

If you're a fan of "CBS Sunday Morning" you are also familiar with the closing "Moments of Nature" formerly known as "Video Postcards".

This is an insight into the process as you tag along with some of the videographers.

<https://youtu.be/GSOJDNsFGSE>



Women's History Month

Artist Pepsy M. Kettavong's 2001 "**Let's Have Tea**" sculptures of women's suffrage pioneer **Susan B. Anthony** and escaped slave turned emancipation orator Frederick Douglass stand in **Rochester, New York's Susan B. Anthony Square Park.**


<https://unitedphotoindustries.com/education/resources/>

Teacher Resources

As we present thought-provoking, challenging, and exceptional photography from across the globe, we are committed to a wider understanding and increased access to the art of photography — that includes our young audience of students! We invite teachers to draw from the rich stories within UPI and Photoville projects to use in your classroom. Browse through our lesson plans and discussion questions below.

We always love hearing how our exhibitions are used in the classroom; if you would like to submit feedback and stories of your experience, please email us [here](#).

Lesson Plans




LESSON PLAN

Not So Basic

Students will identify basic life necessities and research a local process that makes this resource available to their community.

Inspired by the photography of *Arlene Mejorado*

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LESSON PLAN

Portrait of a Space

Students will create a photo story that personifies a space that you choose or claim as your own using abstraction and other compositional techniques.

Inspired by the exhibition *There is only one Paul R. Williams*



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LESSON PLAN

Finding Nature

Students will explore the environment around them through photography. They will research and present solutions-driven journalism about their chosen topic.

Based on the exhibition *#Waterkeeper Warriors*



LESSON PLAN

Visual Lyrics

Students will use contact sheets and archival images to discuss photography's role in shaping personal identity and history.

Based on the exhibition *Contact High Project*

Practical Ed Tech Tip of the Week

Three Ways to Quickly Create Video Lessons by Richard Byrne

Greetings from Maine, where this afternoon I was informed that my school is closing for two weeks. This has left a lot of people wondering how to quickly put together some online lessons. I plan to use a lot of video over the next couple of weeks. If you'd like to do the same, here are three quick methods for creating video lessons.

Make Video Lessons Without Recording Your Own Video

[EDpuzzle](#) is a great tool for creating video lessons without having to record videos of your own. On EDpuzzle you can build questions and comments into any video that you find on YouTube. One of the great features of EDpuzzle is that you can track how long your students watch the lesson. You can even prevent students from skipping ahead to just guess at questions and submit their answers as fast as possible. [Watch my new tutorial video](#) to learn how to use EDpuzzle.

Create Videos With Your Existing Slides

If you already have a set of slides that you were planning to use in your classroom or you're good at quickly building a slideshow, there are lots of tools you can use to quickly create a video based on those slides. Google Slides users can use tools like [Screencastify](#) (my choice for Chromebook users) and [Screencast-o-matic](#) (the tool I use on Windows and Mac) to quickly record themselves talking over their slides. PowerPoint users can take advantage of the built-in screen recorder in the Windows 10 desktop version of PowerPoint to make a video. Whichever screencasting tool you pick, remember to keep your webcam on and look at the camera because students will benefit from seeing your face.

Go Live and Use a Whiteboard or Screen Share

If you want to attempt to simulate a live instructional setting, you could do a live broadcast to your students via Google Hangouts Meet, Zoom, YouTube Live, or Microsoft Teams. If you're like me and you're told you have to go to school while your students stay home, just set up your laptop or phone in front of your whiteboard and start broadcasting. If you're lucky enough to stay home, use the screen sharing functions to broadcast your computer to your students. A simple free-hand drawing tool like Google Jamboard (the online version is free) will let you draw and diagram as needed while you're broadcasting your screen. [Here's a video on how to use Google Hangouts Meet](#), [here's one on how to use Zoom](#), and [here's one on how to use YouTube live](#).

These were last week's most popular posts on FreeTech4Teachers.com:

1. [Cisco Makes Webex Free and Publishes Guides for Teachers and Students](#)
2. [Tips and Tools for Teaching Remotely](#)
3. [Now You Can Fix Images in Google Docs](#)
4. [How to Host an Online Meeting With Zoom](#)
5. [How to Schedule, Host, and Customize Google Hangouts Meet Events](#)
6. [Two More Guides to Transitioning to Online Instruction](#)
7. [Teamimg - Collaborate to Make Interactive Images](#)

MEDIA ARTS SHOWS / 2020

Sadly, one by one, shows were cancelled this year. However, the Lower Hudson Region students submitted work before hand to be evaluated for recognition. Ordinarily, 2D work would have opened the event as a slideshow followed by a film reel of videos and animations. Fortunately, we can share some of the work here. We invite the other NYSMATA regions to send jpegs and links for future newsletters. Let's share that hard work statewide.



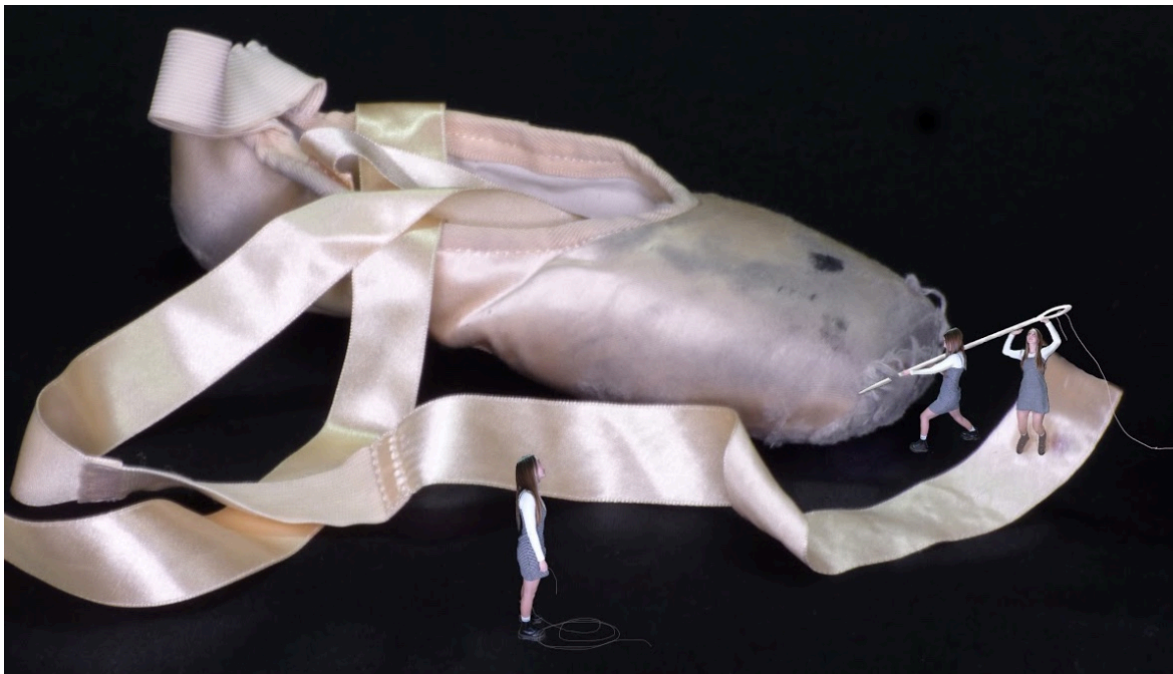
Yarah Hossain / Clarkstown North HS /Teacher: Nancy Diamond



Melanie Tetor /John Jay HS (Hopewell Jct.) Teacher: Tony Catucci



Hailey Howard / John Jay HS Hopewell Jct. Teacher: Robyn Talbot



Rachel Harder / Kingston HS / Teacher: Debra Tampone



Hallman Kearney / Rhinebeck HS / Teacher: Cynthia Baer

Mia Leone / Putnam Valley HS / Teacher: Jennifer Armbruster



Jordan Ras / Roy C Ketcham HS / Teacher: Christine Bunt

Mars Poole / Westlake HS / Teacher: Claudia Abate




Camilla Della Vecchia / RCK HS / Teacher: R. Wood



Jacob Cruz Medranda / Westlake HS
Teacher: Lauren Morris

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>

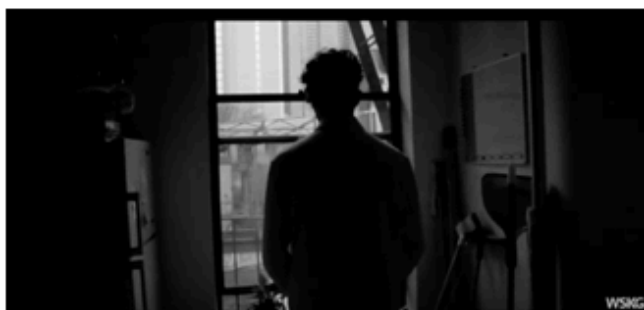


This Festival is held annually in honor of Rod Serling and his work, which has had a lasting influence on the television industry and media creation. The Festival seeks to inspire the next generation of filmmakers. *

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>



MARCH 2020

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 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

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

The Picture House Regional Film Center

175 Wolfs Lane
Pelham.NY 10803

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

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 *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

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?