



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".

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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

FACTS and RUMORS

We've heard many facts and rumors of late. What is the truth in your region?

We know now that NYS schools will be closed for the remainder of the current school year. No Regents exams and some schools have announced no school final exams either.

Tell us about teaching & learning via the internet.

- How are YOU handling the online teaching experience?
- Get enough training?
- Have appropriate technology at home?
- How are your students handling the online learning experience?
- How are you evaluating students?
- Has your district supplied students with iPads, tablets?
- Are your students capturing images with camera phones or other digital devices?
- Did your district opt for the Adobe suite at home offer?
- Are you using other software to edit photos & videos?
- Do you have resources you would like to share with the NYSMATA community.
- Do you have images from your 2020 regional Media Arts Show to share.
- Best practices during the quarantine?
- Best images from the quarantine?
- Best lessons from the quarantine?
- Will the online experience change your teaching when you return to school?

We know you're all working harder than ever and do wish you the best during this latest challenge for educators, students and families. Let us know how you are doing.



CAPITAL REGION MEDIA ARTS FESTIVAL 2020 GOES VIRTUAL

Our original plan was to come together on April 8th to view all of the work in our gallery and view the films, videos and animations together in the auditorium, but a global pandemic demanded some creative problem solving and something new. Niskayuna High School Media Arts teacher Stephanie Palazeke created this website to showcase all of the work submitted by the teachers in our region. This was a time-consuming endeavor, as she was simultaneously navigating virtual instruction for her classes, and I can't thank her enough for her commitment to celebrating our media arts students region-wide. There are others to thank, all of whom shared Stephanie's commitment to our kids. Our jurors were all thrust into virtual art instruction at the college level the same week they had planned to adjudicate our students' work. Everyone one of them honored their commitment and found time to thoughtfully review the submissions. Thank you to Adam Frelin (University at Albany – Narrative Film categories), Danny Goodwin (University at Albany – Photography categories), Chris St.Cyr (The College of Saint Rose – Design categories), and Rebekah Tolley (University at Albany – Video and Animation categories).

Thank you to Stephen Honicki, New York State Media Arts Teachers Association (NYSMATA) Co-President Elect, for organizing and uploading our film and video submissions into categories on YouTube for our jurors and website. Thank you to the Capital Area Art Supervisors (CAAS) for sponsoring the festival. Thank you to our

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district administrations and school boards for recognizing the importance of media arts programs. Thank you to our Nisky Media Arts Festival Team (Melissa Leach, Stephanie Palazeke and Morgan Tibbitts) who made this year's festival possible. Lastly, thank you to all of the media arts teachers, whose creativity and commitment can be seen in the wonderful work of our students.

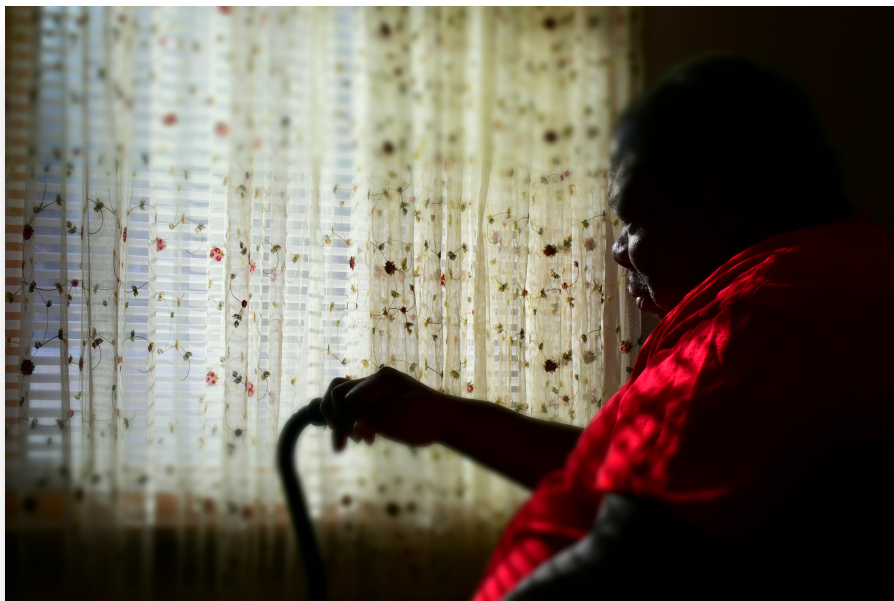
Kelly Jones
Director of Art & Design, Niskayuna Central Schools
Capital Area Art Supervisors

Entries and award winners can be found on the Capital Region Media Arts Festival website – designed by Media Arts educator, Stephanie Palazeke - using the following link:

<https://mediaartsfestival2020.weebly.com/>

Here are a few highlights from the 2-D categories:

PHOTOGRAPHY: *The Human Figure/Portraiture*



"Window Lit" by Jamiah Williams, Grade 11, Albany CSD, AWARDED 3rd Place

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PHOTOGRAPHY: *Still Life / Objects / Interior Space*



“Colors Abstracted” by Darby Siver, Grade 11, Ichabod Crane, AWARDED 1st Place

PHOTOGRAPHY: *Landscape / Nature*



“Onward Without” by Dante DiGiovanni, Grade 12, Cairo-Durham, AWARDED 2nd Place



"Inverted" by Mia Cortese, Grade 11, Shenendehowa CSD, **AWARDED 2nd Place**



DESIGN: *Visual Identities and Marketing Materials*

"Christian Yelich Infographic" by Kevin Kim, Grade 12,
North Colonie CSD, **AWARD 1st Place**

DESIGN: Magazines, Books, and Product Packaging



"Misogi Music Album Poster" by Meheer Commuri, Grade 11, Niskayuna CSD, "Music album poster created with Adobe Illustrator software." AWARDED 1st Place

Award Presentations

Here is the link to the website page which showcases the winning pieces from each category from this year's festival in a very unique and creative way:

<https://mediaartsfestival2020.weebly.com/awards.html>

In addition, here is the link to the Capital Region Media Arts YouTube channel:

<https://www.youtube.com/channel/UC9Dyuh7DiEjUZkETuqqgGhA>

First year Media Arts Teacher, Stephanie Palazeke, reflected upon her experiences assisting with this year's event:

This festival is meaningful for all involved. As a teacher involved with organizing the film category and creating the website, I would like to share my personal experience with this event. I attended a local district (Mohonasen 2006-2010) and loved all things art-related. My mother installed Photoshop 5.0 on my laptop and I could not wait to take our school's Design class. While my class had a "teach yourself" learning style, I learned a lot and loved the process (except for the dreaded "spinning wheel of death!"). One of my digital collages made it into the Media Arts Festival circa 2009. I still have the pamphlet. I won Honorable Mention for it and my father was so proud, he hung the piece in his office for years. My Design class went on a field trip to see the work in the gallery and I was FLOORED. There were so many talented artists in our area who were my age trying out the same tools and creating incredible work! Seeing the work of my "contemporaries," as we call it in the art world, inspired me and drove me to push myself and learn even more so I could make it into the festival again the next year. And I did. I have always appreciated my experiences in this show as a student, and I cannot express how happy I am to help others provide this wonderful event for a new generation of like-minded kids. If there is one thing this festival proves, it's that our region is filled to the brim with thoughtful, creative, and expressive student artists.

Stephanie Palazeke

Media Arts Teacher, Niskayuna High School

It's so gratifying when one of our students becomes a teacher, inspiring the next generation. [Ed.]



VISION

This Festival is held in of honor 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.

BIOGRAPHY

Rod Serling (1925-1975) is an American icon. An Emmy-award winning writer and producer, he was best known for his role as creator and host of THE TWILIGHT ZONE. His innovative work, infused with a sense of moral responsibility and artistic integrity, maintains a cult status. A native of Binghamton, NY, Serling spent his final years as a professor at Ithaca College.

HISTORY

The Rod Serling Video Festival launched in 1995 and has welcomed hundreds of entries throughout the years. In 2014, Larry Kassan retired as Festival Founder & Director. WSKG Public Media assumed coordination responsibilities and the project was renamed.

VISIT

The Greater Binghamton Convention & Visitors Bureau has compiled information about Rod Serling including a walking tour that retraces his steps in his hometown of Binghamton, NY.

ENTRY FORM go here: <https://wskg.org/contests/rod-serling-film-festival/>

2020 NYSSSA SUMMER PROGRAMMING SUSPENDED

Due to the ongoing COVID-19 pandemic and the uncertainty when public and social gatherings will be safe to resume, the New York State Education Department has decided that the New York State Summer School of the Arts will suspend programming for the 2020 summer season. This is extremely difficult news to deliver to the hundreds of individuals that make NYSSSA possible each year. These are truly unprecedented times and the health and well-being of everyone is the top priority. While we are saddened that we will miss working with you in-person this summer, we look forward to keeping in touch and working together in the future.

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>

media arts teachers association



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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

Elizabeth Randell

ERandell@tona.wnyric.org

*Western NY*Steve Honicki

stevehphotography@gmail.com

*Capital*Keith Rosko

ROSKOK@cforks.org

*Central NY*Doug Hodges

ddhodges@gmail.com

*Long Island*Eric Heyworth

ericvcr@aol.com

NYC

Michael Witsch

mjwitsch@optonline.net

Lower Hudson



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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>

* 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. **Now offering \$25% discount***

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?