

media arts teachers association



NEWSLETTER

JUNE 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".

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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

Moving Image Studio

"During the current COVID-19 public health crisis, we are participating in the #MuseumFromHome movement shared by our fellow arts organizations, with the launch of a new **Moving Image Studio YouTube channel**. Each week we will be presenting free tutorials, online workshops, and new media creations by our teen digital media innovators. To get updates as we publish each new video, subscribe to Moving Image Studio on YouTube or follow us at @movingimagestudio on Instagram, where we will offer sneak peaks of challenges, open calls and youth media exhibitions." (reprinted from Museum of the Moving Image site)

The link to the second tutorial of the online class Pocket Media Museum, with instructor and Filmmaker-in-Residence Leonardo Santana Zubieta is below. If you are interested in registering for the free live sessions with this class, please email them at studio@movingimage.us

Zubieta guides you through the stop motion technique, while he gives a little history lesson and includes the two free software titles that he uses.

<https://www.youtube.com/watch?v=yQ6DtfiVJP4&feature=youtu.be>

Worth a look.

StopMotion Studio (free version) app store
Adobe Spark Video (also free) app store

MORE
from the
Capital Region Media Arts Festival

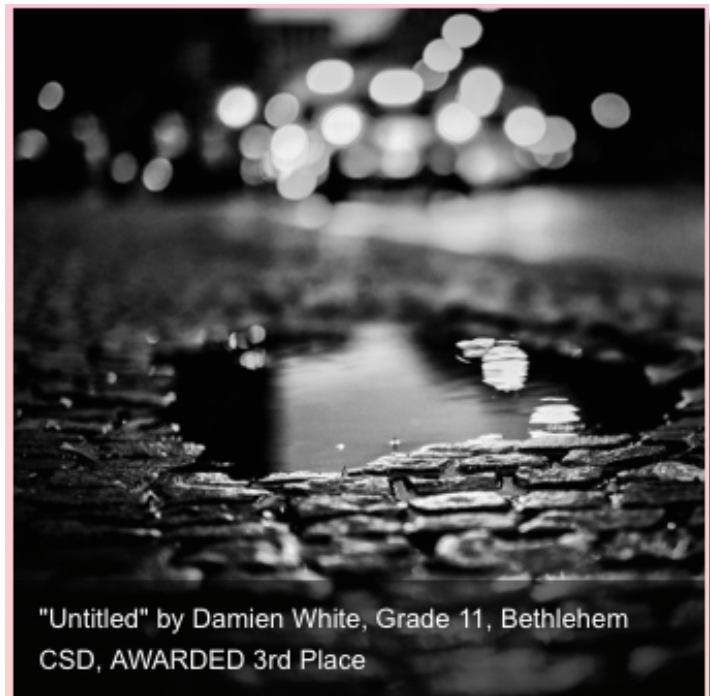


"We Are..." by William Connors, Grade 11,
Bethlehem CSD, AWARD for 2nd Place



"J" by Lily Jandrisevits, Grade 11, Shenendehowa
CSD, AWARD for 1st Place

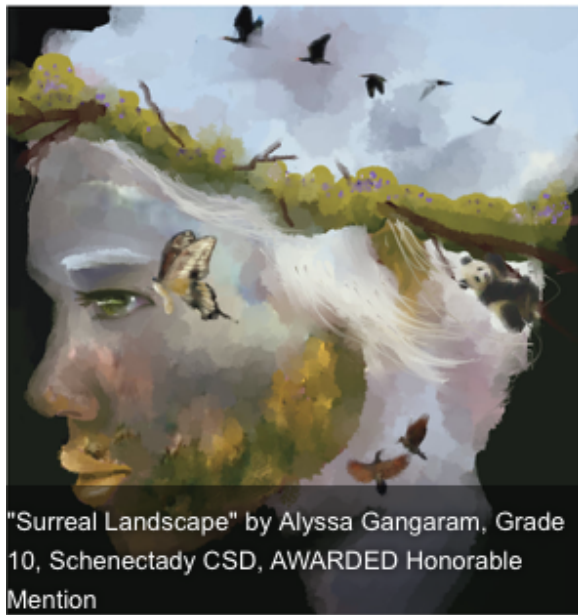
TYPOGRAPHY



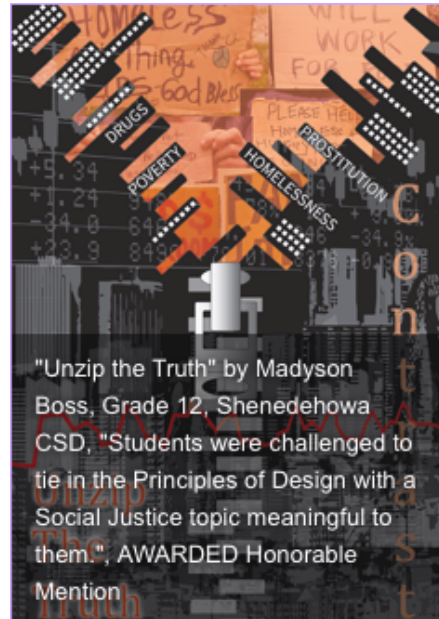
LANDSCAPE



PORTRAIT



"Surreal Landscape" by Alyssa Gangaram, Grade 10, Schenectady CSD, AWARDED Honorable Mention



"Unzip the Truth" by Madyson Boss, Grade 12, Shenendehowa CSD. "Students were challenged to tie in the Principles of Design with a Social Justice topic meaningful to them.", AWARDED Honorable Mention

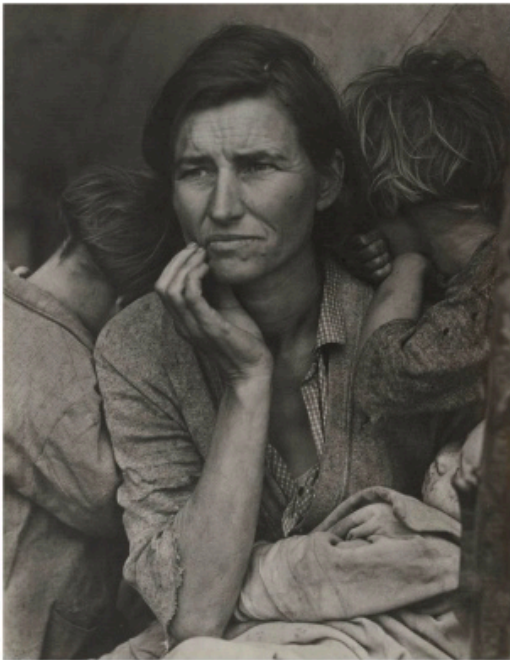
DIGITAL FINE ART

DIGITAL ILLUSTRATION



"Collapsed" by Juliana Potfora, Grade 11, Niskayuna CSD, AWARDED 2nd Place

STILL LIFE



SEEING THROUGH PHOTOGRAPHS: DOROTHEA LANGE Words & Pictures

Sponsored by

MoMA

An exhibition--[*Dorothea Lange: Words & Pictures*](#)-- is now hanging patiently in MoMA's darkened galleries. While the Museum is closed they are continually developing new content and new means of accessing the exhibition. Our Virtual Views for Lange will launch April 30, but in the meantime MoMA is sharing [this brand new resource](#) for teachers, students and families that focuses on Lange's pictures of children.

Although taking, sharing, and viewing photographs has become second nature for many of us, our regular engagement with images does not necessarily make us visually literate. This course aims to address the gap between seeing and truly understanding photographs by introducing a diversity of ideas, approaches, and technologies that inform their making. In this course you will look closely at photographs from the collection of The Museum of Modern Art and hear a variety of perspectives on what a photograph is and the ways that photography has been used throughout its nearly 180 year history: as a means of artistic expression, as a tool for science and exploration; as an instrument of documentation; to tell stories and record histories; and as a mode of communication and critique in our ever increasingly visual culture.

This course is being facilitated by **Sarah Meister**, Curator of the Department of Photography at MoMA.

For more information and to sign-up for this online course, please see the link below:

<https://www.coursera.org/learn/photography>



FREE ONLINE SCREENWRITING PROGRAM BEING OFFERED TO STUDENTS

John Warren, renowned screenwriting professor at NYU's Tisch School of the Arts Film and Television Program is offering his latest course FREE due to the COVID-19 crisis.

Professor Warren created this to give middle school, high school, essentially any students or even adults the opportunity to access his screenwriting course online.

He began his writing studies at Ohio University and continued at the New School in New York. In 1986 Warren accepted a fellowship at the American Film Institute in Los Angeles. That same year Warren sold his first script, *The Body Politic*, to Orion Films.

Warren has had a variety of films in development over the years, including *The Family Tree* at Universal, *Super Model* at Disney, *Passionate Kiss* at DreamWorks, *Sneaky People* at DeLaurentis Productions, *Tark the Shark* and *Man Bites Dog* at Showtime. *Naked in New York*, which Warren wrote, was produced by Martin Scorsese.

For more information and to sign-up for this online course, please see the link below:

<https://youngscreenwriters.com/>

Recommended by **Domenico Petrillo**
Harrison Middle School, Harrison, NY

PIXLR Photo Editor

<https://pixlr.com>

Pixlr is a free online photo editor right in your browser

<https://www.wevideo.com> / **The online video editor**

ADOBE PHOTOSHOP AND APPLICATIONS FOR THE SECONDARY CLASSROOM

In this 15-hour program, participants will learn how to use Adobe Photoshop for their secondary classroom - learn the fundamentals and perform tasks, practical examples, and complete projects. Participants will also create a lesson during the program, following the new state standards for Media Arts, which will be implemented in the fall.

DETAILS

Location: Bethlehem High School

Date: 8/17, 8/19, 8/20

Time: 9AM - 2:30PM

Facilitator: Marielle Martin,
Bethlehem CSD Art Teacher

Contact: kate@teachers-center.org

Fee: None. Registration is required.

CTLE Hours: 15

Registration: <https://tinyurl.com/wwbslzg>





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/>



UNITED PHOTO INDUSTRIES
16 MAIN STREET, GALLERY B
DUMBO, BROOKLYN NY 11201

<http://www.unitedphotoindustries.com>

Teacher Resources

United Photo Industries in Brooklyn presents thought-provoking, challenging, and exceptional photography from across the globe; they are committed to a wider understanding and increased access to the art of photography — that includes our young audience of students! They invite teachers to draw from the rich stories within UPI and Photoville projects to use in your classroom. Browse through their lesson plans and discussion questions via the following link: <https://unitedphotoindustries.com/education/resources/>

The Education Program is proudly supported by *PhotoWings*.

Here are a few sample lesson plans:



LESSON PLAN

Forming your Identity through Portraiture

Through collaborative portraiture, students will consider people who have influenced and inspired them, reflecting on how their identities have been shaped, and how they want to pay it forward.

Inspired by the exhibition *Shaping a Dialogue for Change*



LESSON PLAN

Spaces and Places

Students will interact within virtual and physical spaces/places using projected images of those spaces/places.

Based on the exhibition *Host*

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>



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>	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>



JUNE 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>

* 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.thepicturehouse.org

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

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

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?