media arts teachers association
MATA
new york state

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.

NOVEMBER 2013

In This Issue

BACK TO SCHOOL SPECIAL

FREE MEMBERSHIP EXTENDED

email your acting director

MEDIA ARTS / MARCH 2014

Note the revised calendar for the spring media arts shows. The Lower Hudson Region's date was changed and NYC is now scheduled for March 13.

Western NY - Friday March 14
Lower Hudson - Tuesday March 18
Long Island - Friday March 21
Capital Region - Thursday April 3 **(new location -- Bethlehem HS)**
Central NY - TBA
NYC - Thursday, March 13
Please adjust your calendars accordingly.

NYSMATA REGIONS

Acting Director
Elizabeth Randell   ERandell@tona.wnyric.org
Western NY

Scott Walroth   swalroth@niskyschools.org
Capital

Keith Rosko   ROSKOK@cforks.org
Central NY

Carol Brown   cbrown@esboces.org
Long Island

(Eric Heyworth?)
   NYC   TBA

Michael Witsch   mjwitsch@optonline.net
Lower Hudson

Help promote NYSMATA in your region. Contact your Acting Director with your ideas -- VOLUNTEER!

ADOBE Creative Cloud Licensing

A MUST READ by member Domenic Licata (WNY) who breaks down the cost of CC vs. purchasing ADOBE software; what it means in your lab and to students and instructors. Be sure to read the comment from Daniel Weymouth / Stony Brook.

http://visualstudies.buffalo.edu/vsFacilities/2013/11/05/adobe-creative-cloud-licensing/

STEM vs. STEAM
The debate is 'heating up'!!!!!

In our last edition of the newsletter we reported on the contentious Common Core Town Forum that took place in the Spackenkill School District in the Lower Hudson Region. Since then Spackenkill and the Hyde Park School District (also LHR) have returned 'Race to the Top' funds and dropped out of the program. Parents are calling for meetings and a full review of Common Core and testing and in some cases met with state legislators to express their concerns.

NYSATA's Dutchess County facebook page posted the following from MiddleWeb. From their website: http://www.middleweb.com/who-we-are/

MiddleWeb is all about the middle grades — with a sharp focus on teaching and learning in grades 4-8. Since 1996, we've been providing resources for teachers, school leaders, parents and others interested in the success of young adolescents.
AND from "Rethinking Arts and Stem" (a MiddleWeb Blog) by Anne Jolly:

I'm currently teaching a STEM/STEAM online course for Powerful Learning Practice with my arts expert buddy of 20 years – Nancy Flanagan. Our task, among other things, is to show how to put the "A" in STEM. We both have points of agreement, points of divergence, and plenty of questions.

And we've discovered that there are some real differences of opinion in thinking about how the Arts should be incorporated – or even if they should be incorporated.

(My alternate title for this post is: "STEAMING" STEM – Explain how, please!)

So let me run some of these ideas by you . . .

AND   ---   you can read the rest here:
http://www.middleweb.com/10412/rethinking-arts-stem/

It appears as though everything is being questioned, debated and in some cases protested loudly.

Please email any news in your region regarding any of the above so that we can keep our members informed of what is happening across the state.

The **World Wide Web** turned 23 years old this month. The proposal for a new global system of interlinked documents on the Internet was published on November 13 in 1990.

Tim Berners-Lee, a British computer scientist who was working for CERN, wrote an early proposal in 1989. He wanted to create a more efficient method of information management and communication throughout CERN, but soon realized that the concept could be broadened to span the whole world. His first proposal didn't generate much interest, so he enlisted the aid of another computer scientist, Robert Cailliau. The pair produced a more elaborate proposal on this date in 1990, including a prototype Web page. They predicted it would take no longer than three months to have a Web of read-only files up and running, and they were correct. Berners-Lee developed the first Web browser — also called the World Wide Web — and housed the first server on his NeXT Computer System workstation.

Berners-Lee and Cailliau tried on a few different names for their system, including Information Mesh, The Information Mine, and Mine of Information, but rejected them. Early on, they referred to the World Wide Web as W3, but that nickname didn't stick; most people just call it "the Web." And the "hypertext and hypermedia links" that connect all these files and Web pages are now known as "hyperlinks" or, even more succinctly, "links." The Web gave rise to a new language of acronyms that we tend to use without thinking: a document is written in HyperText Markup Language (HTML), and it is assigned its own Uniform Resource Locator (URL). Berners-Lee and his team also standardized communication formats across different servers and clients through the development of HyperText Transfer Protocol, or HTTP.

The very first Web page was nothing fancy. There were no pop-up ads, no social media, no emoticons, and no funny cat videos. There was a page header that read "The World Wide Web Project," and an introductory sentence that explained, "The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents." The Web became available for use by the public in August 1991.

The vision for the World Wide Web was already 20 years old by the time Berners-Lee wrote his proposal. Science fiction author Arthur C. Clarke had predicted it in the 1970 issue of Popular Science, writing that satellites would "bring the accumulated knowledge of the world to your fingertips." People would access this information, Clarke prophesied, through a machine that was a combination of computer, telephone, television, and photocopier. He also envisioned every home having its own small computer that would deliver to a person "all the information he needs for his everyday life: his bank statements, his theater reservations, all the information you need over the course of living in a complex modern society."

On November 17, 1970, **Douglas Engelbart** received a patent for the **first computer mouse**. He was working at the Stanford Research Institute when he first conceived the idea in the 1960s. Ever on the lookout for ways to benefit humanity, his research focus was on augmenting human intelligence through computers, and he wanted to develop easy, intuitive ways for people to interact with technology. "We had a big heavy tracking ball, it was like a cannonball," he told the BBC in 2001. "We had several gadgets that ended up with pivots you could move around. We had a light panel you had to hold up right next to the screen so the computer could see it. And a joystick that you wiggle around to try to steer things." He first demonstrated his "X-Y Position Indicator for a Display System" in 1968. It was a wooden shell over two metal wheels, and his team had been informally calling the small, boxy device a "mouse" in the lab, because the cord resembled a mouse's tail.

Englebart never received any royalties, and SRI ended up licensing the mouse to Apple for a mere $40,000. He was disappointed, but not because he lost out on the money. "It's strange because I've had my eye set on something way beyond that. It's sort of a disappointment that the world and I haven't yet got further," he said in 2001.

November 18 was the birthday of **Louis Daguerre**, the man who helped invent the art of photography, born just outside of Paris, France (1789). He started out as a theater designer, using hand-painted translucent screens and elaborate lighting effects to create the illusion of a sunrise or a sudden storm onstage. But in 1829, he learned about a new technology that made it possible to use light to capture an image on a metal plate, though the quality of the image was poor. Daguerre set out to improve the process, and he came up with a combination of copper plate coated with silver salts that could be developed with the application of mercury vapor and table salt.

He first used this process to capture a series of images of Paris, including pictures of the Louvre and Notre Dame. The camera needed about 15 minutes exposure time to capture an image, so most of Daguerre's early pictures don't show any people. The one exception is a picture of a boulevard that shows a man in the foreground who has stopped to shine his shoes. He was the first human being ever caught on film. Daguerre announced his invention in 1839, and the images he produced became known as daguerreotypes.
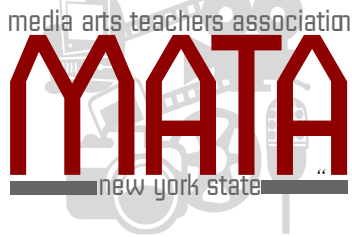
NYSMATA ◧ NEW YORK STATE MEDIA ARTS TEACHERS ASSOCIATION

NYSMATA is the only known professional teachers organization of its kind in the country."
Leslie Yolen, Associate in Visual Arts Education, Curriculum and Instruction Team
New York State Education Dept.

"NYSMATA is a wonderful resource for teachers of the media arts in New York State."
Mary C. Daley, Executive Director (ret.), New York State Summer School of the Arts

Dear Arts Educators,

Introducing **NYSMATA**, specifically designed for teachers of the media arts: **PHOTOGRAPHY, VIDEO, FILM, ANIMATION, SCANNER ART, WEB DESIGN, COMPUTER GRAPHICS, HOLOGRAPHY, CREATIVE SOUND and related media arts.**

Join NYSMATA for unique benefits:

- website – www.NYSMATA.org
- statewide interactive Internet forum
- monthly e-newsletter
- regional Youth Media Arts Shows
- local networking meetings for professional development
- Exemplary Student Media Arts Awards
- NYSSSA - New York State Summer School of the Arts in Media Arts: information, application, and adjudication
- eligibility for NYSMATA awards for students, teachers and program
- discounted membership for renewing
- opportunities for leadership, regionally and statewide
- curriculum support
- resources

THE INCLUSION OF MEDIA ARTS IN NEXT GENERATION ARTS STANDARDS: http://nccas.wikispaces.com/

Join NYSMATA, stay informed. Visit our **nysmata.org** or mail this information to us:

- -
Mmmmm...Media Arts! NYSMATA.org

Name _____

School _____ circle your Region: WNY, CNY, Capital, LHR, LI, NYC

Preferred email _____ Tel. _____

Media art/interests _____

copy/paste the above info and email to the Acting Director (or membership chairperson) for your region:

Elizabeth Randell	ERandell@tona.wnyric.org	Western NY
Scott Walroth	swalroth@niskyschools.org	Capital
Keith Rosko	ROSKOK@cforks.org	Central NY
Carol Brown	cbrown@esboces.org	Long Island
(Eric Heyworth?)		NYC (email: mealia.mata@gmail.com)
Michael Witsch	mjwitsch@optonline.net	Lower Hudson

__Please pass this along__ to colleagues who are teaching any media-related classes.