

# New York State Media Arts Teachers' Association



*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.*

## WOMENS' HISTORY MONTH / MARCH 2016

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"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*



SUNY Oswego on the shores of Lake Ontario, host to the NYS Summer School of Media Arts!

**FREE MEMBERSHIP  
EXTENDED**



### **Narrative through Sound Design >>**

At its most effective, film is a synthesis of many elements, both auditory and visual, which create something meaningful beyond the sum of their parts. Learn more when you read *Constructing Narrative through Sound Design*.

GO HERE:

[http://www.videomaker.com/article/c04/18237-constructing-narrative-through-sound-design?utm\\_source=enews&utm\\_medium=email&utm\\_content=article1\\_2016\\_fri\\_03\\_18&utm\\_campaign=traffic](http://www.videomaker.com/article/c04/18237-constructing-narrative-through-sound-design?utm_source=enews&utm_medium=email&utm_content=article1_2016_fri_03_18&utm_campaign=traffic)

### **The 4 Types of Sound Effects >>**

When it comes to sound effects, there are several different approaches. We'll cover the 4 principal sound effect types: foley, hard effects, backgrounds and sound design. Learn more when you watch *Sound Effects*.

GO HERE:

[http://www.videomaker.com/courses/18504-sound-effects?utm\\_source=enews&utm\\_medium=email&utm\\_content=video1\\_2016\\_fri\\_03\\_18&utm\\_campaign=traffic](http://www.videomaker.com/courses/18504-sound-effects?utm_source=enews&utm_medium=email&utm_content=video1_2016_fri_03_18&utm_campaign=traffic)

# WOMEN'S HISTORY MONTH



The National Women's History Month theme for 2016 honors women who have shaped America's history and its future through their public service and government leadership.

Challenge your students to identify the women pictured below and their significant contributions to American society.



<http://www.nwhp.org/>

## 2016 NYSMATA MEDIA ARTS SHOWS

Contact your coordinator for registration and other information about your regional show

**Western NY** / Domenic Licata  
dom@licatadesign.com  
March 11 @ UB (SUNY Buffalo)



**Lower Hudson Region** / Mike Witsch  
mjwitsch@optonline.net  
March 15 @ Westchester Community  
College



**New York City** / Eric Heyworth  
ericvcr@aol.com  
March 16 @ The Museum of the Moving Image

**Long Island** / Carol Brown  
cbrown@esbores.org  
April 1 @ Five Towns College



**Capital Region** / Melanie Painter  
mpainter@bcasd.neric.org  
April 14 @ Bethlehem Central High School

Remember, applications for the 2016 NYS Summer School for Media Arts must be mailed to Albany or submitted online. **NYSSMA is still accepting applications.**  
<http://www.oce.nysed.gov/nysssa/SMA/>

None of the regional shows will have adjudicators this year. More about summer school on page 4 of this newsletter.

**Photo Credits** / Cover: NYSSS Media Arts / Film T.A. Cait Carvalho  
This page: Clarkstown North Senior High School / teacher: Nancy Diamond

## *The History of Photography in 5 Minutes*

[http://www.photographybay.com/2016/02/11/the-history-of-photography-in-5-minutes/?awt\\_l=B8Qtc&awt\\_m=JHZw0Jpj\\_P62xu](http://www.photographybay.com/2016/02/11/the-history-of-photography-in-5-minutes/?awt_l=B8Qtc&awt_m=JHZw0Jpj_P62xu)

From Photography Bay, the story of making images from camera obscura to smartphone.

# Capital Region

## 2016 Scholastic Art Award Winners from Niskayuna High School

In 2016, more than 320,000 works were submitted to *The Scholastic Art & Writing Awards* nationwide and only the top 40% receive some level of recognition (Gold Key, Silver Key or Honorable Mention) at the Regional Level.

Founded in 1923, The Scholastic Art & Writing Awards have become the longest- running, most prestigious recognition program for creative teens in the U.S., and the nation's largest source of scholarships for creative young artists and writers. A noteworthy roster of past winners includes Andy Warhol, Sylvia Plath, Truman Capote, Richard Avedon, Robert Redford, Joyce Carol Oates, Stephen King, John Updike, and many more.

Each year, the Alliance for Young Artists and Writers partners with more than 100 visual and literary- arts organizations across the country to bring The Awards to local communities. Teens in grades 7 through 12 can apply in 28 categories of art and writing for the chance to earn scholarships and have their works exhibited or published. Submissions are juried by luminaries in the visual and literary arts, some of whom are past award recipients. Panelists look for works that best exemplify originality, technical skill and the emergence of a personal voice or vision.

The following students from Mr. Stephen Honicki's Advanced Photography and Studio in Video classes at Niskayuna High School, received recognition at the **Northeast Regional Level** in this year's competition:

<u>Student Name</u>	<u>Work Title</u>	<u>Award (Category)</u>
Audrey DeBritz	<i>Wallenpaupack</i>	Silver Key (Photography)
Alta Fox	<i>Forget Me Not</i>	Silver Key (Video)
Mary Johnson	<i>Inside</i>	Gold Key (Photography)
Yushi Li	<i>Rotation</i>	Silver Key (Photography)
Riley Moran	<i>Church Closet</i>	Honorable Mention (Photography)
Beca Piascik	<i>Flooded</i>	Silver Key (Photography)
Beca Piascik	<i>Fly on the Block</i>	Honorable Mention (Photography)
Beca Piascik	<i>Exhaustion</i>	Honorable Mention (Photography)
Ray Posner	Art Portfolio	Gold Key (Photography)
Emilie Ravena	<i>LOVE</i>	Honorable Mention (Photography)
Allie Seminer	<i>Lock 7</i>	Silver Key (Photography)
Allie Seminer	<i>Into the Depths</i>	Silver Key (Photography)
Davya Weiss	<i>Milky Way</i>	Gold Key (Photography)
Sierra Whitney	<i>Breathe</i>	Silver Key (Photography)
Sierra Whitney	<i>Death of the Lilies</i>	Silver Key (Photography)

Two students (who had earned a Gold Key at the Regional Level) also received recognition with a **National Award** in this year's competition. Receiving a National Medal places these students within the top 1% of all submissions! The students are:

<u>Student Name</u>	<u>Work Title</u>	<u>Award (Category)</u>
Mary Johnson	<i>Inside</i>	Gold Medal (Photography)
Ray Posner	<i>Intimacy</i>	Silver Medal (Art Portfolio)

Ms. Johnson and her family and teacher have been invited to attend a ceremony at the world-famous Carnegie Hall on Thursday, June 2<sup>nd</sup> where she and the other Gold Medalist throughout the country will be honored.

For more information, please see the following links:  
<http://www.artandwriting.org/>

<http://www.wrcbtv.com/story/31463917/americas-most-creative-teens-named-as-national-2016-scholastic-art-writing-awards-recipients>

<http://mediaroom.scholastic.com/artandwriting>



Top: *Left to Right – Alta Fox, Beca Piascik, Emilie Ravena, Mary Johnson*  
Middle: *Left to Right – Audrey DeBritz, Allie Seminer, Dayva Weiss, Yushi Li*  
Bottom: *Left to Right – Ray Posner, Riley Moran, Sierra Whitney*









The 2016 Rod Serling Film Festival is now open. WSKG is accepting submissions through 5/27/16. Entrants must use the online submission form.

### **VISION**

This Festival is held 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.

### **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.



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.

<http://wskg.org/education/calling-all-youth-filmmakers-rod-serling-film-festival-opens-for-2016/>



## New York State Summer School of the Arts School of Media Arts- June 26- July 22, 2016 SUNY Oswego

**Media Arts** is an intensive, immersion art making experience. Each student participates in a month of day-long creative workshops devoted to a particular discipline:

- \*16mm Filmmaking
- \*Digital Photography
- \*Electronic Sound Art
- \*Computer Animation/Intermedia
- \*Digital Video Art

### Portfolio Requirements:

In the area of **16 mm film or video**, one to three short works may be submitted (on mini-DV, DVD or via email link to the applicants work on youtube or vimeo with any necessary passwords) that best represent your skills and aesthetic vision. The work must be clearly identified in terms of your role in the creation of the work. If you created the work with several students, you must clearly state what work you did on the film or video.

In the area of **digital photography**, students will engage in computer editing. Some darkroom experience is desired but not required. Your portfolio should include at least ten, but not more than twelve, individual photographs. Students may submit their work electronically via disk or flash drive (JPEG files are preferred). Please note flash drives and disks will not be returned to students.

In the area of **computer animation and intermedia**, students should submit animations and computer based creative work. This include web site design, game design, drawings, paintings and/or graphic works created on computers and hybrid works involving some computer based component. Your portfolio should include at least five, but not more than fifteen, examples of works on disk, DVD, photocopy, or paper print.

In the area of **electronic sound** art students should submit works they best feel demonstrate their artistic interest. Students should submit sonic compositions, and/or performance recordings.

PLEASE NOTE! We welcome applications from students who have a strong interest in, but little or no firsthand experience with, any of our disciplines. A student who has no work to show in a particular discipline must write a sincere and compelling statement articulating her/his interest in devoting an intensive month to study. Such applications will be well served if they are accompanied by evidence of creative work in and dedicated study of some other creative medium. Acceptable "other" creative media include many disciplines: writing, poetry, sculpture, painting, drawing, theatre, voice, fashion, design. When a student is unable to submit work in the discipline to which she is applying, it is very important that a written statement articulate her interest in that discipline and her eager willingness to apply herself and learn.

More information here:

<http://www.oce.nysed.gov/nysssa/SMA/>

Forms here:

<http://www.oce.nysed.gov/nysssa/SMA/application.html#ApplicationForm>

# BACK TO SCHOOL

<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

**<http://sparkmediaproject.org/programs/>**

Buffalo area

**<http://www.squeaky.org/education/>**

Lower Hudson / Westchester / Rockland

**<https://education.burnsfilmcenter.org/education>**

Larchmont-Mamaroneck Community Television **[www.lmctv.org](http://www.lmctv.org)**

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?

# RESOURCES / EVENTS

## **Student Filmmakers Magazine**

[http://www.studentfilmmakers.com/enews/IBC-2014\\_StudentFilmmakers-Magazine.html](http://www.studentfilmmakers.com/enews/IBC-2014_StudentFilmmakers-Magazine.html)

## **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 Core Arts Standards ”**

<http://nccas.wikispaces.com/NCCAS+and+Media+Arts>

<http://nccas.wikispaces.com/file/view/Framework%2005%2022-14.pdf/513758852/Framework%2005%2022-14.pdf>

<http://nccas.wikispaces.com/National+Core+Arts+Standards+Framework+Matrix>

## **Photoshop Tools**

This site lists and describes some Photoshop Tools / 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>

**Spark Media Project** / (formerly Children's Media Project) 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.

<http://sparkmediaproject.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 .

<http://www.squeaky.org/education/>

# NYSMATA REGIONS

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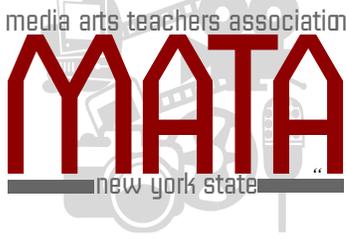
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*Lower Hudson*



# 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](http://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:

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**Mmmm...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:**

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Michael Witsch	mjwitsch@optonline.net	Lower Hudson



***Please pass this along to colleagues who are teaching any media-related classes.***