



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.

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

"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

LOOKING BACK

Little known facts about NYSMATA, NYSSSA/ Media Arts and Media Arts in NYS schools

Early print newsletters confirm the existence of NYSMATA as far back as the '60s.

Bob Reals was integral in establishing the New York State Summer School of Media Arts, which was formed in 1976.

Bob Reals was an Associate, Bureau of Arts and Music and Administrative Director, NYSSSA — School of Media Arts till his retirement in 1991.

Syracuse was the location of the New York State Youth Film/Media Show and the 1969 show was pivotal.

Dr. Vivienne Anderson headed the Humanities and the Arts and she was charged with developing audiences for the new Lincoln Center and the Saratoga Performing Arts Center.

Bob and Gerald O'Grady lobbied for a Summer School of the Media Arts.

NYSSSA/MA was funded in 1975 and Gerald O'Grady was the first Artistic Director.

Black and White Photography and Film headed up the summer program. Holography and Creative Sound were included until funding was reduced. Computer Arts was added later on.

In 1990, a very forward thinking team of teachers and media artists, including Bob Reals, Eric Heyworth, Shirley Rosicke, Nancy Kitchen wrote a Media Arts Syllabus for Prekindergarten through 12th grade that included computer arts, copier art, creative sound, filmmaking, holography, photography and video art.

NYS issued MATA a Certificate of Incorporation in 1991.

Have a memory? Email: mealia.mata@gmail.com

CAPITAL REGION MEDIA ARTS FESTIVAL 2019

NEW CHANGES TO THE DECADES-LONG EVENT

On Tuesday, April 9, 2019, over 200 students and their media arts teachers returned to Niskayuna High School to participate in the 2019 Capital Region Media Arts Festival. In addition to having student 2-D work showcased in the Nisk-Art Gallery, the attendees heard this year's keynote speaker, Shawn Lawson, and viewed the award-winning video entries. Fifteen school districts from around the region submitted 192 artworks in 19 2-D Design categories and 39 films in 9 video categories.

Each participating school was able to submit up to 12 2-D artworks (No more than 4 from any single category (1-23) or any one student. Maximum size 18x24" of a single 2-D artwork. In addition to 2-D work, schools could submit up to 15 minutes of video with no single work being greater than 5 minutes. All student submissions must have abided by the Fair Use Guidelines for Student Productions in order to be displayed or screened.

This year's categories included:

PHOTOGRAPHY

1. The Human Figure/Portraiture
2. Landscape/Nature
3. Still Life/Objects
4. Abstraction
5. Other (subjects not covered in 1-4)
6. Digitally Manipulated
7. Special Processes or Techniques

DESIGN

8. Typography
9. Visual Identity (logos, letterhead, business cards)
10. Marketing Materials (brochures, fliers, postcards, posters)
11. Magazines and Books
12. Product Packaging
13. Digital Illustration
14. Digital Fine Art

FILM/VIDEO

15. Narrative – Drama
16. Narrative – Comedy
17. Narrative – Action/Mystery/Horror
18. Public Service Announcement

- 19. Music Video
- 20. Documentary
- 21. Experimental/Video Art
- 22. Animation – Computer-Based
- 23. Animation – Stop-Action

WEB DESIGN

- 24. Web Design

EXHIBITION ONLY:

ORIGINAL ELECTRONIC MUSIC

- Musical Composition and Score
- 20. Notation-Based Software
- 21. Midi Performance-Based Software

ORIGINAL 3-D DESIGN

- Printed STL Design and 3-D Model
- 22. Printed Design and 3-D Model

Electronic Submissions:

Media art educator, Steve Honicki and Niskayuna Central School District Director for Art & Design, Kelly Jones had all submissions delivered electronically – prior to the festival - in order for all the adjudicators to “preview” the work. This change allowed for the award winners to be announced at the end of the day’s event. This change also began the ability to archive the submissions from year to year for teachers to use as a future resource. Along with the continued use of the festival’s YouTube channel, the work of the media arts teachers in the Capital Region will now have an online presence.

Keynote speaker, Shawn Lawson (computational artist and researcher), shared the process of how he creates and performs his live-codes real-time computer graphics with his open source software, The Force and The Dark Side. In addition to sharing his own artwork, Shawn also discussed the current trends in Interactive Media, Animation, and 3-D Visual Effects. For more information on Mr. Lawson, you can check out his website: <http://www.shawnlawson.com/>

The following media artists were the jurors for this year’s festival:

Nathan Meltz (Film / Video: Music Video / Experimental/Video Art / Animation – Computer-Based / Animation: Stop-Action)
<https://nathanmeltz.com/home.html>

Elizabeth Press (Film / Video: Narrative: Drama / Narrative: Comedy / Narrative: Action/Mystery/Horror / PSA / Documentary)
<http://www.arts.rpi.edu/pl/faculty-staff/press>

Silvia Ruzanka (Photography: The Human Figure or Portrait / Landscape and Nature / Still Life, Objects, or Interior Space / Abstraction / Special Processes or Techniques)
<http://silviaruzanka.com/art/>

Jennifer Wilkerson (Design: Typography / Visual Identity and Marketing Materials / Magazines, Books, and Product Design / Digital Illustration / Digital Fine Art)
<http://thoughtfuldesign.com/>

Below are the links to each category for Film/Video:

11. Narrative – Drama

[https://www.youtube.com/playlist?
list=PLBbCXzw70ZKUm0jplqcthXWRkK5VWRU4B](https://www.youtube.com/playlist?list=PLBbCXzw70ZKUm0jplqcthXWRkK5VWRU4B)

12. Narrative - Comedy

[https://www.youtube.com/playlist?list=PLBbCXzw70ZKvk6nQYUSPMIZV-
Adc5onf1](https://www.youtube.com/playlist?list=PLBbCXzw70ZKvk6nQYUSPMIZV-Adc5onf1)

13. Narrative - Action / Adventure / Horror

<https://www.youtube.com/playlist?list=PLBbCXzw70ZKXEfsVInNNwxlhIL86cErH4>

14. Public Service Announcement

[https://www.youtube.com/playlist?
list=PLBbCXzw70ZKWAqy9FwIZh6YDc5Rng3sh8](https://www.youtube.com/playlist?list=PLBbCXzw70ZKWAqy9FwIZh6YDc5Rng3sh8)

15. Music Video

[https://www.youtube.com/playlist?
list=PLBbCXzw70ZKX2CsvoOaUQDP6dCYzV9Zg7](https://www.youtube.com/playlist?list=PLBbCXzw70ZKX2CsvoOaUQDP6dCYzV9Zg7)

16. Documentary

[https://www.youtube.com/playlist?
list=PLBbCXzw70ZKVuW4r4ZpNXEsLVmGCYu4Yy](https://www.youtube.com/playlist?list=PLBbCXzw70ZKVuW4r4ZpNXEsLVmGCYu4Yy)

17. Experimental / Video Art

<https://www.youtube.com/playlist?list=PLBbCXzw70ZKVhVLi2VZC5k0Ucgd1eltvT>

18. Animation - Computer-Based

[https://www.youtube.com/playlist?
list=PLBbCXzw70ZKUT4LXVQJL1KmThAj7c24Oe](https://www.youtube.com/playlist?list=PLBbCXzw70ZKUT4LXVQJL1KmThAj7c24Oe)

19. Animation - Stop-Action

[https://www.youtube.com/playlist?
list=PLBbCXzw70ZKUWzkqGOemTNQ5DQurlfXgT](https://www.youtube.com/playlist?list=PLBbCXzw70ZKUWzkqGOemTNQ5DQurlfXgT)



127
Tiger
Maddie Castle
Niskayuna

Category 6
DESIGN: Typography - First Place



142
Cumulus
Liv Koehler
North Colonie

Category 5
PHOTOGRAPHY: Special Processes or Techniques - First Place



24
Honey Series #5
Anita Reitano
Averill Park

Category 3
PHOTOGRAPHY: Still Life, Objects or Interior Space
Second Place



78
Untitled
Amanda Angel
Emma Willard

Category 4
PHOTOGRAPHY: Abstraction - Third Place

Below is a link to a Google Folder that includes all Photography and Design images by category as well as the 2-D Awards Slideshow shared at the conclusion of the event.

CAPITAL REGION MEDIA ARTS FESTIVAL 2019

https://drive.google.com/drive/folders/1S2O-rdp_SBIdkF4u8Li7PNqsHWKVn8zm

LOWER HUDSON REGION / WESTLAKE HIGH SCHOOL



Sustainable Westchester Proudly Presents:

Electric Vehicle Video Contest

High school students across Westchester have the chance to create a fun & educational 2-4 minute video to raise awareness to family, friends and peers about electric vehicles. Students in groups of 2 or more who make a video that best fits the grading criteria will have the opportunity to win one of three sponsored cash prizes!

Cash Prizes	Honorable Mention Tickets
1st Place: \$5,000	Tickets to the Formula-E Electric Sports Car Race
2nd Place: \$2,000	
3rd Place: \$1,000	

2019 Winners <http://bit.ly/kickgas>

- 1st: Sleepy Hollow HS
- 2nd: Westlake HS
- 3rd: Horace Greeley HS
- 4th: Eastchester HS



Register by 12.31.19. Videos Due April 5, 2020
<https://tinyurl.com/HS-EV-Video-Contest-2020-Reg>

For more info: Call or email Sustainable Westchester at 914-242-4725 or [EVcontest@Sustainable Westchester.org](mailto:EVcontest@SustainableWestchester.org)

New for 2020: 50% of Cash Prizes to individual Team members
50% of Cash Prizes to the sponsoring school or school organization.

WESTLAKE HIGH SCHOOL

Sustainable Westchester is a collaboration of Westchester County and NY local governments who have partnered in the development of sustainability initiatives. Recognizing that transportation is the largest source of greenhouse gas emissions in New York and that teenagers are hitting the road in their new cars they sponsored a video project which provided high school students a fun way to educate themselves, their families, and the community on the cost, lifestyle, and environmental benefits of moving to electric vehicles. Through their participation, students had the opportunity to have a significant positive impact on the environment – and to win cash prizes and tickets to the Formula-E electric sports car races in Brooklyn this summer.



Congratulations to Westlake High School's Media Arts teacher, Claudia Abate and students, Justin Avella, Miguel Catarino, Dean Kapica, Sean Martin, and Thomas Rubino, class of 2019, for getting almost 1000 views on youtube and winning the second place cash prize at this weekend's Awards Ceremony! Their winning video can be seen [Here](#)



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 the April Newsletter 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 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

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 16 & 17 if you are interested in serving or wish to nominate a colleague.

NYS MATA REGIONS

Acting Directors

<u>Elizabeth Randell</u>	ERandell@tona.wnyric.org	<i>Western NY</i>
<u>Steve Honicki</u>	SHonicki@niskyschools.org	<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>

Media & Learning News



Featured Articles

Taking a strategic approach to teaching faculty how to create their own educational video in MIT



MITx delivers massive open online courses, via edX, which MIT founded with Harvard University in 2012. MITx courses are developed and taught by MIT instructors with the aim of enhancing on-campus education, expanding access to quality educational opportunities worldwide, and advancing the understanding of teaching and learning through

research. As of June 2019, more than 7.9 million learners worldwide have accessed MITx content. The MITx Media Team works with faculty and course teams to leverage media in their online courses. The team has led the charge in exploring media usage in MOOCs, moving away from straight classroom lecture capture to innovative uses of animation, on location shoots and interviews in order to engage learners better.

Copyright, Media and Learning: a long-standing relationship

2 weeks ago 5 min read

Copyright law has always had a close relationship with media and learning. The world's first copyright statute – commonly referred to as the Statute of Anne 1710 – was 'An Act for the Encouragement of Learning'.

As stated in the preamble, the Act was enacted to prevent unauthorised printing and for the 'Encouragement of learned Men to compose and write useful Books'. In the 300

years that followed the Statute of Anne, [copyright law had to adapt to rapid technological developments](#) which made [copying](#) easier, faster, cheaper and more and more accurate. Think of cameras, photocopiers, home recording devices, smartphones and social media: copyright law had to adapt (and still tries to adapt) to all these technological innovations without losing its original function: to encourage learning and the spread of knowledge while preserving economic and moral rights of authors and creators.



Get the rest of the stories here: <https://news.media-and-learning.eu/newsletter/june-2019/>

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 Co-President 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 a Co-President
- 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 **Co-Presidents** work collaboratively, maintain contact with the regional directors and are the liaisons with the NYS Office of Special Projects / the Summer School of the Media Arts. The Co-Presidents represent the NYSMATA membership at NYSED meetings and conferences. They also oversee and edit the monthly/ bi-monthly newsletter.

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

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

Can you add to this list? Forward info to: mealia.mata@gmail.com

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?