

media arts teachers association



NEWSLETTER

SEPTEMBER 2019



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

2019 NYSMATA ELECTIONS

We are pleased to inform you that our long search for new leadership has turned up two accomplished and experienced candidates.

Robyn Talbot-Howard from the Lower Hudson Region and **Steve Honicki** from the Capital Region have been nominated to become NYSMATA's new Co-Presidents.

A ballot is attached to your email and since they are currently running unopposed we are asking members to confirm them with a yes or no and return your decision via email.

You may also write in another nominee if you choose. Robyn's new position will leave the Vice - Presidency vacant, so we are accepting suggestions for that office also.

Note, **only paid members are eligible to vote** so if you have not sent in your \$10.00 member fee you may do that at the same time that you vote. Just print the forms and mail them with your check to Mike Townsend.

Robyn and Steve have been active in their respective regions for many years, supporting the annual Media Arts Show and the NYS Summer School of Media Arts.

Their bios follow.



Steve Honicki
(Capital Region) has been an art teacher since 1986, having worked for the Duaneburg Central Schools (K-6) and as a Media Arts Teacher

for the Niskayuna Central Schools.

Steve is an accomplished photographer and visual artist, receiving numerous honors and awards over the years.

He has been involved in curriculum development and contributed to the Media Arts Standards.

Steve has led workshops, implemented digital -based portfolios, been awarded grants and mentored hundreds of art students over the course of his career.

During the summer months, Steve teaches a weeklong “Stop-Animation Lab” as well as the “Filmmaking Academy” - a two-week intensive filmmaking program for teens – through the Proctors Theatre Organization’s *School of the Performing Arts*.

Long time member of NYSMATA, Steve has coordinated many of the Capital March Media Arts Shows.



Robyn Talbot-Howard
(Lower Hudson Region) has been teaching Media Arts at John Jay Senior High School in the Wappingers CSD for 20 years. She is also the (John Jay HS / Van Wyck Jr HS) Teacher-in-Charge of the Fine & Performing

Arts Department, serving as the liaison between the arts staff and administrators.

Over the years, Robyn has mentored student teachers and encouraged her students to participate in the local arts community.

As a NYSMATA member for 19 years, Robyn has served as Vice President, been a regional show coordinator and encouraged her students to attend the NYS Summer School of Media Arts.

In 2017 Robyn presented a hands on workshop on Scanography at the NYSATA Region 7 symposium in New Paltz, NY and in 2018 Robyn received the NYSATA Region 7 High School educator of the year award.

Robyn worked on the Media Arts curriculum design committee along with other Media Arts specialists from around the state and participated in updating the local Media Arts curriculum.

We are pleased with both our candidates and you should know that they have many more accomplishments too numerous to mention here. Mike and I are confident Robyn and Steve can advance the Media Arts and strengthen NYSMATA, injecting new ideas and increasing its’ reach as a support organization across the state.

Mike and I plan to officially retire after the March Media Shows, but will stay on as consultants and assist with the transition. We hope you are as impressed with Steve and Robyn as we are. They are wonderful role models and have developed exemplary programs for their students.

Margaret & Mike

STUDENT FILMMAKERS

THE #1 EDUCATIONAL RESOURCE FOR FILM AND VIDEO MAKERS

"Production Design for Dialogue Recording: How Other Departments Can Help the Sound Dept. Improve the Quality of Recorded Dialogue" by Fred Ginsburg C.A.S. Ph.D. MBKS



Filmmaking is very much like being on a naval warship. If anyone messes up and the ship takes a serious hit, then everyone goes down. Even though you may have done a great job in your department, and contributed heavily towards one aspect of the film - if one major area of the overall production quality is poor, and the film fails to be accepted for festivals or distribution - then all of your efforts will remain a secret. On the other hand, if a film you worked on garners awards and praise - then having it on your resume is bound to help your career.

[\[Read more\]](#)

Read more here:
<https://www.studentfilmmakers.com>

"When to Move the Camera and Why" by M. David Mullen, ASC



Motivation is not just something actors need - it's something cinematographers and other cinema artists deal with every day when making a movie. This not only applies to how a set is lit, but also to elements like camera movement. When to move the camera, why to move the camera, ultimately matters more than how you move the camera.

As a cinematographer, I have to incorporate the tastes of the particular director I'm working for when designing how a sequence will be shot. Some like to find as many opportunities as possible to move the camera; others would prefer to only move the camera at very key, specific moments. My own personal taste is somewhere in between...

[\[Read more\]](#)

Congratulations to M. David Mullen, ASC on winning the Emmy Award for Outstanding Cinematography for a Single-Camera Series (One Hour), The Marvelous Mrs. Maisel, "Simone". (www.davidmullenasc.com)



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 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	NYC
<u>Michael Witsch</u>	mjwitsch@optonline.net	<i>Lower Hudson</i>



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 Vice 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

Can you add to this list? Forward info to: mealiamata@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

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?