

media arts teachers association

MATA

new york state

NEWS DIGEST

- STUDENT SPOTLIGHT - SAM CITARELL • NYSSSA-MEDIA ARTS - SUMMER 2021 •
LIFE MAGAZINE & THE POWER OF PHOTOGRAPHY •
• MEDIA ARTS SHOWS & FESTIVALS - SPRING 2021 • THE ART EFFECT - REEL EXPOSURE •
PROFESSIONAL DEVELOPMENT - DIGITAL STORYTELLING IN THE CLASSROOM



Color Blind, 2020

Sam Citarell

JANUARY 2021



"NYSMATA is a wonderful resource for teachers of the media arts in New York State."

Mary C. Daley, Executive Director, New York State Summer Institutes at New York State Education Department (ret.)

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Greetings,

A new calendar year has started providing us with opportunities for hope and a new chapter in our nation's history.

No matter what your current teaching situation - whether in-person, hybrid, or totally virtual - may you continue to find moments of joy amidst the chaos, as well as time for self-care.

In this month's digest, be sure to check out the exciting news about this year's NYSSSA - Media Arts program. This annual event will continue to be held *virtually* this summer and **FREE** of charge to accepted students. Also, check out the various film and photography opportunities available to your students; not to mention submitting news and student work from the various Media Arts Shows happening across the state this Spring.

Also, don't forget our "Student Spotlight"! Have your student's media artwork showcased on the cover of one of our monthly news digests. See the back section of this month's issue for more information.

SHOW YOUR COLLEAGUES WHAT CREATIVE AND INNOVATIVE WORK YOU AND YOUR STUDENTS ARE DOING DURING THIS PANDEMIC. You just might make a difference in someone's life...

May you and your loved ones continue to stay safe, healthy,

Stephen



Flip flops and fur, 2020

Samantha Citarell

media artist cover interview - sam citarell

How did you go about “constructing” your photographs?

All my photographs either come from an in the moment idea or a well thought out concept.

What do you wish to accomplish in your photographs?

In my photographs i wish to accomplish a spark in someone. I want people to look at my pictures and feel some sort of way, I want them to start using their own imagination and ask questions.

Besides photography, are there any other art disciplines that you are actively involved with?

Along with photography, I love the culinary arts! I enjoy cooking and baking food for myself and my family.

How has the COVID-19 pandemic challenged or changed your work as an artist?

The COVID-19 pandemic challenged or changed my work as an artist by forcing myself to improve my Photoshop skills. i spent a lot of time editing and learning new things on my computer which i now integrate in my art.

What do you see as your great accomplishment(s) thus far in your life?

I think my greatest accomplishments so far in my life have to be my Scholastic Gold and Silver Key awards. Getting these awards was when I felt most confident and proud of my art knowing something I created touched someone as much as it touched me.

Who are artists that inspire you?

The artists that inspire me are my sister, mom and grandfather who are also amazing photographers.

Tell me something I'd be surprised to know about you?

I once went to Canada for a whopping 20 minutes!

My name is Sam Citarell and I'm from the Hudson Valley! I'm a 3rd generation photographer starting with my Grandpa down to my Mom and now my older sister and I. My first photography class was a week long summer camp in Jr High with Ms. Talbot and I was officially hooked. Now being a senior in high school I have continued taking photography classes that have helped me grow, learn new skills and meet friends. One of my favorite things I've learned is making color infrareds in Photoshop; which adds a beautiful pink glow giving pictures a fairytale feel. Next year I'm planning on going to college with a Major in Communications and a Minor in Photography hoping to integrate my passion with my work. Over the past few years I have had the amazing opportunity of receiving many photography awards including six Scholastic Art Gold & Silver Keys, six Exemplary Media Arts awards from NYSMATA, as well landing spots in juried exhibitions at the Drexel College Art Exhibition and the Art Effect Reel Exposure competition. Capturing beautiful moments is incredibly special to me and I'm so grateful to be able to share my art and have it touch others. I couldn't have done any of this without my photo teachers Ms.Catucci and Ms.Talbot, my family and my talented classmates. If you are interested in following my journey, check out my photography Instagram @citarell to see where my camera takes me next!



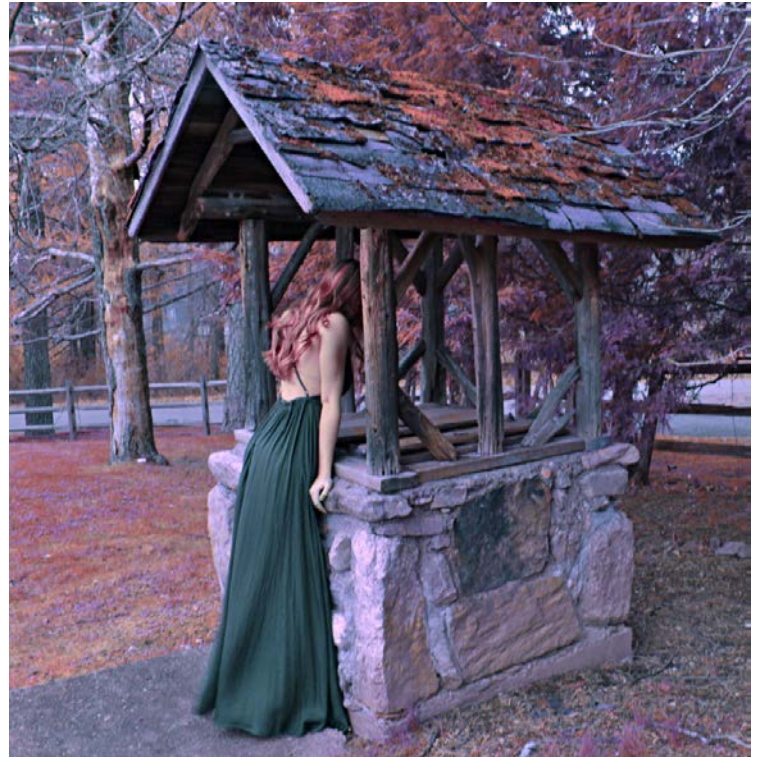


Goats, 2020

media artist cover artist - sam citarell



Utopia, 2020



Liv, 2020

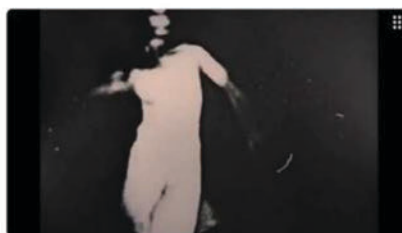




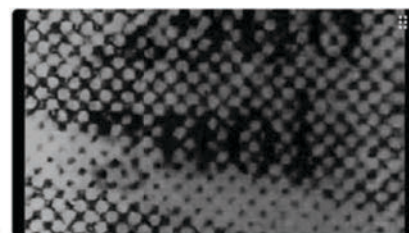
Where's My Mind?, 2020



VIRTUAL SUMMER 2021



Solomon Nagler, Notes On Gesture, 2007



Sherwin Guy + Lynne Loo, "Newsprint" and "At the Academy"



WORKSHOP No. 2 : Handmade Films



FILMS MADE IN NATURE, 2010



Lunch Break on the Xerox Machine, Marile Losier, 16mm, b&w, sound, 3 ...



WORKSHOP no. 1: GIF to Video Animation Demo

THE SCHOOL OF MEDIA ARTS will include a 5-week long series of consecutive live-streamed meetings and asynchronous screenings / workshops on the tools, techniques, and critical concepts of multi-disciplinary media arts, including animation, sound art, 16mm handmade films, video and photography. In contrast to the in-person Media Arts program – the virtual summer program marries these disciplines into one multi-media, multi-disciplinary media arts class.

This pedagogical approach builds on the 2020 virtual version of the program and provides students with the opportunity to investigate new mediums and explore the ways that media arts practice is not fixed in any singular medium or concept. Media artists often work with questions of visual composition in animation, photography and film/video, and take into consideration how sound can articulate images or story, and vice versa.

Working together as one class creates a sense of community so important to the online learning environment. The program is founded on the ideas that students make work and explore the creative and technical elements of media arts in a serious and inclusive environment. **The summer 2021 program is FREE of charge and open to any current New York State high school student. Tentative dates are June 28 - July 30, 2021.**

In addition to creating original projects through workshops, students are exposed to a wide range of media art discourse through critiques, lectures and screenings, and virtual Visiting Artists. These experiences are invariably reflected in the sophisticated work that the students complete at NYSSSA.

The online program is designed to give students space to grow artistically, make meaningful connections with new people and complex ideas, and prepare singular portfolios that stand out for their range and depth of work. The summer program culminates in a virtual Final Show that can be shared with family, friends, teachers and the state-wide and national media arts community.

student opportunity - new york state summer school of the arts - media arts

The summer 2021 program is tuition-free. All applicants will be considered. Although not required, students are encouraged to commit to the program once they are accepted.

Watch the 2020 Virtual Media Arts Final Show Reel here: <https://vimeo.com/457921806>

For additional information on the 2021 NYSSSA Media Arts program, please email: nysssamediaarts@gmail.com (Artistic Director Ghen Dennis)

For further information and applications, visit:

<http://www.oce.nysed.gov/nyssa>



About the School of Media Arts

Our goal is to develop each student's creative process. All students work on the creation of personal, meaningful, increasingly complex artistic statements. We are interested in ideas, curiosity, discovery, critique, and the discipline of engaged creative exploration.

With extensive viewings and discussions of work, each class includes a strong foundation in the history of its medium. All classes teach fundamental, formal, esthetic principals. Classes also involve extensive teaching of the technical skills associated with each individual discipline. The first 2 1/2 weeks are generally spent learning foundations, history, technical skills, and completing assigned exercises. The last week and ½ is spent developing and finishing individual final projects.

Free your imagination and be part of an inspiring adventure in the cutting-edge fields of video, filmmaking, photography, electronic sound art, or computer graphic arts in the School of Media Arts. We will require your intense focus, motivation, and commitment in this program. Your reward will be exciting and challenging classes, work sessions, critiques, lectures, field trips, and presentations by visiting artists.

While the curriculum stresses creative production, it is not exclusively goal-oriented. Exploration, experimentation, and discovery are key elements. The process - an awareness of the avenues of discovery and stimulating detours - is as important as product.

Ghen Zando Dennis, a nationally known media artist, is the Artistic Director of the School. She has assembled an outstanding faculty for the program.

[Click here for course descriptions.](#)

HOW IS YOUR REGION PREPARING FOR THIS YEAR'S MEDIA ARTS SHOWS / FESTIVAL IN YOUR REGION?

With the pandemic changing the way instruction is delivered, how is your REGION celebrating the media art works from your students?

- Is your region doing a live virtual event or just a view-only website?
- Are you having a keynote speaker?
- How are you planning on adjudicating your students' media artworks?
- Will you have a virtual awards ceremony?
- What other creative ways has your region developed to continue this annual event?

Please share your thoughts with Co-Presidents:

Stephen Honicki
stephen.honicki.nysmata@gmail.com

OR

Robyn Talbot
robyn.talbot@wcsdny.org

AND MOST IMPORTANTLY, PLEASE SHARE YOUR STUDENTS' WORK FROM YOUR REGION WITH THE ORGANIZATION, IN ORDER FOR US TO SHOWCASE THE WORK THAT YOU AND YOUR STUDENTS ARE CREATING DURING THESE EXTRAORDINARY TIMES. THANK YOU!

Check out the "Virtual" Capital Region's Media Arts Festival
(hosted by Niskayuna High School) from 2020.

<https://mediaartsfestival2020.weebly.com/>

Website constructed by
Stephanie Palazeke
(Niskayuna High School)



student opportunity - film festivals



Click here for further information: <https://filmfreeway.com/REFPF>



**DEADLINE:
MARCH 1, 2021**

P3 is always a work-in-progress, and in 2021 we are hoping to adapt the program to the unique circumstances we all face. The year 2020 not only provided artists inspiration, but also changed what inspires artists and how organizations, like us, present programs in non-traditional ways. For 2021 we've expanded our geographic reach and also made some changes to the program format.

This year anyone living in NY State can submit up to 3 videos. This spring 20 winning videos will be linked on our website and You-Tube channel. From those 20 videos 2 *Honorable Mentions* will be selected and viewers can cast

votes for the *Peoples Choice Award*. As in past years, the *Peoples Choice Award Winner* will have their video screened at the prestigious Adirondack Film Festival in October of 2021. Thank you [Adirondack Film Festival!](#)

Click here for further details: <https://www.lakegeorgearts.org/submit-your-work/>

CRAVEarts
ALL AMERICAN
HIGH SCHOOL
FILM
FESTIVAL

2021

THE WORLD'S LARGEST
STUDENT
FILM
FESTIVAL

FREE SUBMISSION

NOVEMBER 1ST, 2020 - MARCH 1ST 2021

FINAL SUBMISSION DEADLINE

JULY 2ND, 2021

nysmata's picks - LIFE magazine & the Power of Photography

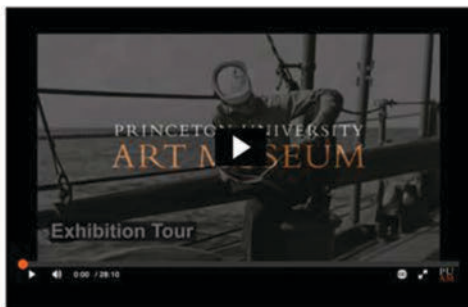


J. R. Eyerman, Audience Watches Movie Wearing 3-D Spectacles, 1952. Gelatin silver print, 29.2 × 21.6 cm. Museum of Fine Arts, Boston, The Howard Greenberg Collection ©1952 The Picture Collection Inc. All rights reserved.

From the Great Depression to the Vietnam War, the vast majority of the photographs printed and consumed in the United States appeared on the pages of illustrated magazines. Offering an in-depth look at the photography featured in Life magazine throughout its weekly run from 1936 to 1972, this exhibition examines how the magazine's use of images fundamentally shaped the modern idea of photography in the United States. The work of photographers such as Margaret Bourke-White, Larry Burrows, Henri Cartier-Bresson, Frank Dandridge, Gordon Parks, and W. Eugene Smith is explored in the context of the creative and editorial structures at Life. Drawing on unprecedented access to Life magazine's picture and paper archives, as well as photographers' archives, the exhibition presents an array of materials, including caption files, contact sheets, and shooting scripts, that shed new light on the collaborative process behind many now-iconic images and photo-essays.

Continue to explore Life magazine and its photographs through this [interactive digital module](#). Here you can view each photo story featured in the exhibition as it was published on the pages of Life, as well as the cover for that week's issue and the paid advertisements adjacent to many of the stories. Begin by clicking on a thumbnail labeled with the story's original publication date, such as August 9, 1943, for Margaret Bourke-White's "Women in Steel" or June 16, 1961, for Gordon Parks's "Freedom's Fearful Foe: Poverty," and then zoom in and out to study specific photographs and read captions. You can turn the pages to see the story develop over multiple spreads, the same way it was presented to Life's readers.

Related Content



Multimedia

Exhibition Tour | LIFE Magazine and the Power of Photography

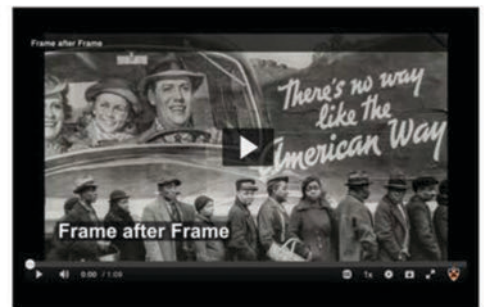
June 22, 2020



Multimedia

Pitching a Story | LIFE Magazine and the Power of Photography

May 12, 2020



Multimedia

Frame after Frame | LIFE Magazine and the Power of Photography

May 12, 2020

For more information : <https://artmuseum.princeton.edu/art/exhibitions/3612>

Life Magazine and the Power of Photography has been organized by the Princeton University Art Museum and the Museum of Fine Arts, Boston.

Life Magazine and the Power of Photography is made possible by lead support from Jim and Valerie McKinney. Generous support is also provided by the Humanities Council's David A. Gardner '69 Magic Project, Princeton University; Sandy Stuart, Class of 1972, and Robin Stuart; the National Endowment for the Arts; and the Allen R. Adler, Class of 1967, Exhibitions Fund.

DIGITAL STORYTELLING IN THE CLASSROOM: EMPOWERING STUDENT LEARNERS TO BECOME MORE EFFECTIVE VISUAL STORY TELLERS



Producing digital stories encourages students to express their ideas through an engaging, innovative and easily accessible digital format. Digital stories can be used effectively in all subject areas, allowing students to improve their communication skills and digital literacy while learning key content objectives.

This crash course workshop will help educators develop strategies for incorporating a digital storytelling component into their curriculum at the high-school level. A few of the topics that will be covered include the Phases of Filmmaking (Development, Pre-Production, Production, Post-Production), Writing a Film Treatment, and Storyboarding, which can be utilized to help students become more effective "visual storytellers".

This workshop will also share activities you can successfully implement in your classroom and empower student learners to be innovative media artists.

In addition, participants will learn about a variety of editing platforms that are available as well as developing assessment tools that allow students to evaluate and reflect upon their work and the work of their peers.

MONDAY, MARCH 15, 2021 : 4 PM - 6 PM

WEDNESDAY, MARCH 17, 2021: 4 PM - 6 PM

MONDAY, MARCH 22, 2021: 4 PM - 6 PM.

WEDNESDAY, MARCH 24, 2021: 4 PM - 6 PM

Materials / Equipment Needed:

Synchronous Online Participants connect for video conference sessions using a computer with microphone and webcam. Phones will not be adequate. Participants interact using the digital tools available. In order to receive full credit, they must attend all sessions and participate in discussions while creating materials and/or resources.

CHECK OUT THE MID-HUDSON Teacher at *My Learning Plan* for more information. REGISTER EARLY.

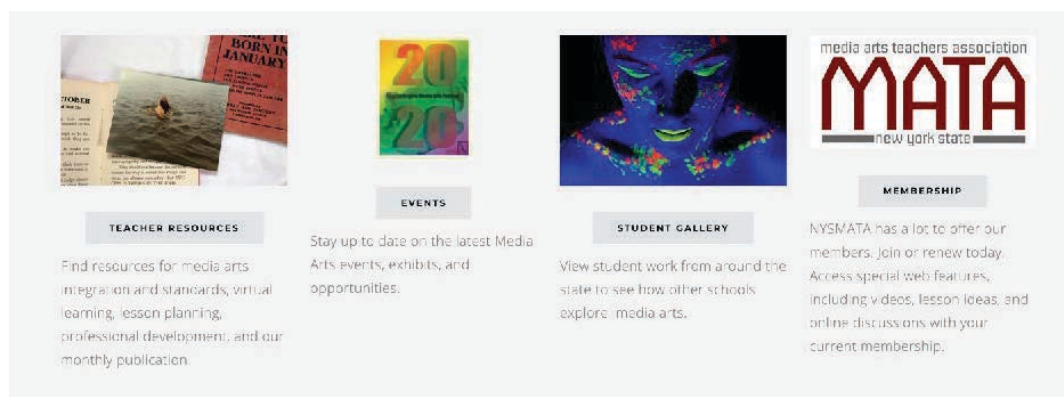
LIMITED ENROLLMENT. Registration Deadline 3/8/21. Member districts receive priority for enrollment. Non-member districts will be added if there is space

<https://www.mylearningplan.com/WebReg/Catalog.asp?D=10627>

(still) coming soon

A REDESIGNED NYSMATA WEBSITE

After years of creating and maintaining the organization's website, Domenic Licata passed along his "webmaster key" to see how the site might be even more effective and useful to the membership. Niskayuna High School art teacher, Stephanie Palazeke took on the initial task of revamping the site and NOW the Co-Presidents are still in process of getting the necessary release forms and other features added. Here's a sneak peak below:



NOTE: Getting our revamped website up and running is taking longer than expected. THANKS for your patience. It WILL be worth the wait!

WE STILL WANT TO SHOWCASE YOUR LESSONS AND YOUR STUDENTS' ARTWORK !

Do you have pieces of student media artwork that you would like to be considered for publication in the **NYSMATA** News Digest or on our upcoming NEW website? Do you have an effective lesson plan that you would like to share with educators across the state? We want to see what you and your students are creating. **PLEASE INSPIRE US** and **AMAZE US!** We know **YOU CAN DO IT!**

IMAGE & MEDIA RELEASE FORM REQUIREMENTS for STUDENTS

Digital File Size & Requirements for Student Artwork:

Resolution: 300 ppi

Width (or longest side): Approximately 7 inches

File nomenclature: lastname_firstname_title_grade_school.tiff

NOTE: If your student's work is HORIZONTAL it may be considered for the cover of our monthly news digest. You will be notified in advance and be asked to provide a short bio and headshot in addition to being given a brief questionnaire for you to give to your student to return.

If selected as a cover image, will will also be asking for the following:

Short bio: 12 pt. in WORD or Google Docs

Artist Headshot: Approximately 3" x 4", 300 ppi

Filled-out Questionnaire

MEDIA RELEASE FORMS can be found here:

<https://docs.google.com/presentation/d/1JsADmYEOsZ1homnzAop0t2eOQmecfrxzkN7HyGv-K48/edit?usp=sharing>

File nomenclature for the Goggle Form: lastname_firstname_school_teacher.pdf

SUBMISSION REQUIREMENTS for TEACHERS

See the following link for a lesson plan template : **https://drive.google.com/file/d/14ltVg4kB3jN_XI5EH1hS61BMaFNZ6Gpm/view?usp=sharing**

OR if you would like to write an article about the exciting activities and events you are doing with your students in your classroom, feel free to submit that as well.

PLEASE SEND ALL SUBMISSIONS TO

Stephen Honicki

stephen.honicki.nysmata@gmail.com



MEDIA RELEASE FORM

Please type the information
in the areas below.

MEDIA RELEASE STATEMENT

I hereby give the New York State Media Arts Teachers Association (NYSMATA) all rights to use and publish my writing, artwork, and identifying information (Name, School, Image, etc.) including the following permissions:

(a) To copyright and publish the art in NYSMATA's own name in conjunction with both digital and print material available to the NYSMATA membership and/or the public.

(b) To use, re-use, re-publish the same in whole or in part, separately or in conjunction with other artwork in any medium or for any purpose whatsoever, including (but not limited to) marketing, promotion, and advertising.

I hereby release and discharge the New York State Arts Teachers Association from any and all claims and demands arising out of or in connection with the use of my information, image, and/or artwork.

The copyright of the artwork remains with the media artist.

I have read the foregoing and fully understand the contents thereof.

ARTIST CONTRIBUTOR CONSENT

Name (Last, First, MI)	
Address	
City, State, Zip	
Phone	
E-Mail	
Signature	Date

PARENT CONSENT (students under 18)

Parent/Guardian Name	
Address	
City, State, Zip	
Phone	
E-Mail	
Signature	Date

nysmata mission statement

The media arts are of critical importance to students, reports **NYSMATA**, the New York State Media Arts Teachers Association, since 1991 the state's predominant support and resource for instructors of **photography, video, film, computer art, creative sound, and related media**.

New **media arts learning standards** for k-12 students in New York respond to decades-long recognition of the impact that visual and aural communication — especially in the mass media, have on young minds.

Student media production stimulates **creativity**, fosters **collaboration**, integrates **language arts** skills, and gives students **personal experience** with the **vocabulary and technology**.

The new learning standards specify **visual and sound competencies** required in the 21st century in addition to traditional standards in language arts, mathematics, science, social studies, and physical education.

2020 marks the **6th decade of media arts education** in NYS. It began with the first Film/Media Show in May 1969 in Syracuse. There were 150 participants. The show featured 8mm animated film, reel-to-reel b/w video, and black and white photography. The next year attracted 300. Each subsequent year brought more participants and more sophisticated work as the technology developed. By 2006 there were six Regional Youth Media Arts Shows: Western, Central, Capitol, Lower-Hudson, New York City, and Long Island.

Today a network of partnering schools and institutions enables thousands of students and educators to participate; student works are state-of-the-art, using digital as well as analog technology.

Youth Media Arts Shows often enlist professionals as workshop leaders, presenters, or judges. The often-daylong events are a unique opportunity for students who **exhibit work**, shoptalk among peers, and learn about **career paths** in emerging media. Teachers value the **recognition**, share **cross-disciplinary strategies**, and exchange **best practices**.

What distinguishes **NYSMATA** is its diversity and inclusivity. We consider ourselves an arts organization, but **we welcome all educators teaching media** in NYS schools regardless of their certification area, especially important in smaller school districts without a discrete Media Arts Department. The English teacher who proposes a podcasting class finds a colleague in the Social Studies teacher covering her school's legacy photography elective; the art teacher experimenting with holography finds peer guidance, and the teacher/video hobbyist tasked with running the school's TV system finds model curricula. We also welcome **industry professionals, school administrators, and parents** committed to **NYSMATA's goals**:

- To bring media arts into the mainstream of elementary and secondary education, recognizing that the media arts are distinct, synthesizing and unifying art forms, important to the development of cognitive and affective growth of young people.
- To promote research and study in and promote patronage of the media arts.
- To encourage cooperation and free interchange of ideas among media artists, teachers, students, cultural organizations and others engaged in all forms of media activities; to hold competitions and exhibitions; to promote the study and improvement of all media art forms; and to establish workshops and conduct lectures.
- To foster appreciation of all the media arts by taking part and sponsoring activities having that end in view.

NYSMATA is the only organization that primarily supports the **New York State Summer School of the Media Arts**, a 4-week intensive experience in media-making and learning offered by the State Education Dept. since 1975. **NYSMATA** publicizes the NYSSSA program, alerts teachers and students, and facilitates application.

LESSON PLANS



ATTENTION TEACHERS:

Join our VPRC Community for a complete video production curriculum ready for immediate use in your classroom whether you're in-person, hybrid or remote - we've got you covered!

We feel one of the best tools a teacher can have is relevant, peer-created content, so our entire curriculum is based on exemplary student films from our library of over 15,000 student films. The AAHSFF Team has evaluated tens of thousands of student films over the past 20 years, and our VPRC curriculum brings our insight and expertise straight to your classroom. Each lesson addresses a specific genre and/or film technique, includes multiple days of content, and the full curriculum progresses from introductory material through advanced techniques providing interactive, engaging instructional activities focused on inspiring your students to elevate their craft to the highest level (while making your classroom preparation easier!!!).. VPRC offers three years of curriculum instruction including over 50 diverse lessons.

Join the hundreds of video production teachers around the country already taking advantage of our comprehensive curriculum!

For MORE INFORMATION or to REGISTER TODAY visit:
WWW.HSFILMFEST.COM/VPRC



A discount code for NYSMATA members has been provided to receive 10% of our 2021 All-Access Pass. The code is NYSED2021. In order to use the code, go to this link <https://hsfilmfest.eventive.org/passes/buy> and go through the ticket purchasing option where you will be prompted to enter the promo code.

hsfilmfest.com