MUSEUM OF THE MOVING IMAGE
EDUCATION PROGRAMS 2013–2014
Museum of the Moving Image first opened its doors to the public 25 years ago, in September 1988. From the beginning, education has been at the center of everything that we do, and it is at the very heart of the Museum’s mission. In that spirit, I am delighted to share information about the education programs we offer. As the only museum in the country devoted to the art, history, and technology of film, television, and digital media, this is a truly one-of-a-kind destination and an immersive, engaging, and interactive learning environment.

All of us are surrounded by screens—at home, in school, and on our mobile devices. Through our tour programs, screenings, and workshops, we strive to equip young people with the tools they need to navigate our media-saturated world, to make them more informed consumers and makers of media.

Here at the Museum, we’re not just teaching young people about movies, television, and video games. Instead, we use the appeal of our subject to teach the core curriculum. Our programs are aligned with New York State standards in Social Studies; Math, Science, and Technology; and the Arts, as well as with common core standards in English Language Arts.

Whether you are contemplating your first visit or have brought your class every year for the past two decades, all of us at the Museum are excited to welcome you and your students and to share everything the Museum has to offer.

Sincerely,

Carl Goodman
Executive Director
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“My students from last year still talk about the trip to the Museum... They are willing to cancel the Empire State Building visit or the Statue of Liberty, but we will make time to go to the Museum of the Moving Image.”
—Ray Wishart,
A.C. Mosley High School,
Lynn Haven, FL

“The best museum for grade school students”
—New York Magazine

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EXHIBITION TOURS

THROUGH TOURS OF THE MUSEUM’S EXHIBITIONS, STUDENTS LEARN ABOUT THE ART, HISTORY, TECHNIQUE, AND TECHNOLOGY OF FILM, TELEVISION, AND DIGITAL MEDIA.
**BEHIND THE SCREEN**

The Museum’s core exhibition, *Behind the Screen*, immerses students in the creative process of making moving images. It features over 1,400 artifacts—from Victorian optical toys to video games—interactive experiences, artworks, and demonstrations of professional crafts and equipment.

You can customize your guided tour of *Behind the Screen* to include a screening program or workshop.

**HIGHLIGHTS**

- A camera records your students’ movements as a series of still images. The printed images can be assembled into a flipbook to take home
- At the Stop-Motion Animation Stands, your students create their own animations
- Students record their voices over dialogue from a famous film
- Students choose sound effects for a scene from a famous movie or television show
- Students choose the music for scenes from one of six movies

**TEMPORARY EXHIBITIONS AND INSTALLATIONS**

The Museum offers a dynamic range of temporary exhibitions and installations featuring historical objects and video and digital interactive art. Guided tours are available by request. To find out more about what will be on view during your visit, go to movingimage.us.

**GUIDED TOURS**

For grade 7 through college
A 90-minute educator-led tour encourages students to explore how moving images are produced, promoted, and presented. Students learn about the history and science of film, television, and digital media and are introduced to the many careers open to them in the moving-image industries. Tours can be focused to address your class’s specific curricular needs.

For grades 4–6
In this 60-minute tour for younger students, Museum educators lead students through hands-on experiences that encourage them to think about how movies and television shows are made.

**Visiting Behind the Screen on Your Own**
You may lead your class on a self-guided visit to *Behind the Screen*. Appointments are required for all self-guided groups.
WORKSHOPS

HANDS-ON WORKSHOPS ARE OFFERED AS A SUPPLEMENT TO GUIDED TOURS OF THE MUSEUM’S EXHIBITIONS AND SUPPORT LEARNING STANDARDS ACROSS A VARIETY OF CURRICULAR AREAS.

VIDEO GAME DESIGN
For grades 7–12

In this hour-long workshop, students think about how games work and use programming software to build their own versions of a video game.

MOVING PICTURES
For grades 4–6

This half-hour workshop for younger students explores the science that underlies the perception of moving images. Students then make a Thaumatrope—a nineteenth-century optical toy.

MAKING POLITICAL CAMPAIGN ADS
For grades 7–12

Students gain an understanding of political advertising from the creators’ perspectives by re-editing a commercial from The Living Room Candidate, the Museum’s online exhibition of historic presidential campaign commercials, in this hour-long workshop.
SCREENING AMERICA

“SCREENING AMERICA” USES FILM AND TELEVISION TO HELP TEACH ENGLISH, ENGLISH AS A SECOND LANGUAGE, AND SOCIAL STUDIES.

For grade 7 through college

Before your visit, you will receive a program guide to help you prepare your students and integrate the screening you have selected with your class’s curriculum. A Museum educator will introduce the film or television program and will guide a post-screening discussion. “Screening America” programs are offered in conjunction with a guided tour of Behind the Screen.
SILENT COMEDY AND THE IMMIGRANT EXPERIENCE

The Immigrant
(1917, 21 mins.) Live musical accompaniment available by request. Charlie Chaplin wrote, directed, and starred in this poignant, hilarious comedy about an immigrant’s arrival in New York City. For English-language learners and those studying American history, viewing this classic encourages discussion about the use of humor and music in film—and the American immigrant experience.

URBAN LIFE IN THE TWENTIES

The Crowd
(1928, 104 mins.) Presented with live musical accompaniment.
A young office clerk who aspires to fame and fortune struggles to succeed in 1920s New York. This landmark silent drama, featuring vivid on-location photography, challenges students to think anew about their own futures and what today’s city holds for them.

WOMEN AT WORK IN THE FIFTIES

I Love Lucy: “Job Switching”
(1952, 25 mins.) Lucille Ball stars in one of the funniest sitcom episodes in television history, in which housewives Lucy and Ethel go to work in a chocolate factory while their husbands (Ricky and Fred) take over the housework. This deceptively simple premise offers rich insight into the roles that middle-class American men and women were expected to play in the 1950s.

PREJUDICE AND THE JURY SYSTEM

12 Angry Men
(1957, 93 mins.) This taut film, starring Henry Fonda and directed by Sidney Lumet, centers on the deliberations of twelve jurors who must decide whether or not to send a young man to the electric chair. The jurors’ impassioned discussions and conflicts prompt students to address still-current questions about truth, objectivity, peer pressure, and the American jury system.
PRESIDENTIAL CAMPAIGNS, TELEVISION, AND THE INTERNET

The Living Room Candidate: Presidential Campaign Commercials, 1952–2012
(45 mins.) Ever since television emerged as a mass medium in the early 1950s, presidential candidates have tried to sell themselves on TV. By viewing and discussing a selection of advertisements from the 1950s through the 2012 election, students learn about the history of presidential campaign commercials.

THE STRUGGLE FOR EQUALITY DURING THE CIVIL RIGHTS MOVEMENT

In the Heat of the Night
(1967, 110 mins.) This pioneering racial drama prompts discussion of the history of civil rights in America and the portrayal of African Americans on film. Made during the 1960s Civil Rights Movement, it features Sidney Poitier as a homicide detective from Philadelphia who is enlisted by a bigoted sheriff to help solve a murder in a small Southern town.

EXPLORING THE DOCUMENTARY FORM

Dear America: Letters Home from Vietnam
(1987, 85 mins.) Letters written home by American servicemen and servicewomen in Vietnam—read by Robert De Niro, Sean Penn, Ellen Burstyn, and others—are interwoven with Vietnam War footage and songs by important artists of the time, including Bob Dylan and the Rolling Stones. The film raises questions for students about the function and power of documentaries.

RACE, CLASS, AND CORRUPTION IN AMERICAN POLITICS

Bulworth
(1998, 108 mins.) In this compelling satire, directed by and starring Warren Beatty, a suicidal U.S. senator, disillusioned by the loss of his ideals, begins speaking boldly about the shortcomings of the American political system. The film encourages students to reconsider the roles of race, class, and money in American life.
AFTER-SCHOOL, WEEKEND, AND SUMMER PROGRAMS

THE MUSEUM OFFERS A WIDE VARIETY OF LEARNING ACTIVITIES AFTER-SCHOOL, ON THE WEEKENDS, AND DURING THE SUMMER, RANGING FROM DROP-IN WORKSHOPS AND DAY-LONG MASTER-CLASSES TO MULTI-DAY DESIGN JAMS, COURSES, AND CAMPS. VISIT MOVINGIMAGE.US/EDUCATION FOR A FULL CALENDAR.

FUTURE LAB

In these semester-long after-school courses, students at the Museum’s partner schools use math and science skills to create animated videos and video games.

SUMMER MEDIA CAMP

In week-long classes, children ages 9 and up become media makers. The Museum offers camps in animation, video game design, and video production, which can be taken on their own or as a sequence.

MOVING IMAGE STUDIO

Every Saturday, the Museum’s HBO Production Lab becomes an interactive drop-in studio space where children, teens, and families can work independently or collaboratively on media production projects.
PROFESSIONAL DEVELOPMENT

THE MUSEUM OFFERS PROFESSIONAL DEVELOPMENT PROGRAMS FOR TEACHERS, RANGING FROM HALF-DAY WORKSHOPS TO MULTI-DAY SEMINARS. VISIT MOVINGIMAGE.US/EDUCATION FOR A FULL MENU OF OFFERINGS. HALF-DAY WORKSHOPS INCLUDE:

UTILIZING THE MUSEUM AS A TEACHING RESOURCE

Work with Museum educators to explore the educational opportunities provided by Moving Image. Participate in a guided tour, hands-on workshop, and screening program, and learn how these sessions can be incorporated into your class’s curriculum.

FILM AND TELEVISION IN THE CLASSROOM

Participate in a “Screening America” program and discuss the ways in which movies and television can be used in your classroom to teach English, English as a Second Language, Art, and Social Studies.

PRESIDENTIAL CAMPAIGNS, TELEVISION, AND THE INTERNET

In this workshop for teachers of Social Studies and English Language Arts, Museum educators work with you to explore the Museum’s online exhibition The Living Room Candidate. Learn the history of presidential campaign commercials, and discuss ways of integrating the site’s resources into your curriculum.
ONLINE RESOURCES

THE MUSEUM’S WEBSITE (MOVINGIMAGE.US) INCLUDES AN ARRAY OF EDUCATIONAL RESOURCES, WHICH YOU CAN USE FOR PRE- AND POST-VISIT ACTIVITIES, IN-CLASS PROJECTS, AND STUDENT HOMEWORK ASSIGNMENTS.

THE LIVING ROOM CANDIDATE: PRESIDENTIAL CAMPAIGN COMMERCIALS, 1952-2012
movingimage.us/livingroomcandidate

This online exhibition presents more than 400 historical presidential campaign commercials from every election year beginning with 1952, when the first campaign ads aired. With nearly four hours of political advertising, interactive learning activities, and lesson plans, this site is a one-of-a-kind resource for teaching your students about the use of Internet and TV advertising in political campaigns. Related on-site programs are also available.

MOVING IMAGE SOURCE
movingimagesource.us

Moving Image Source is a unique resource for teaching students about the history of film, television, and digital media. It features a research guide to more than 400 of the best film- and media-related resources on the web, as well as original articles; dialogues with creative figures in film, television, and digital media; and an international calendar of events.
GROUPS ARE SCHEDULED WEDNESDAYS THROUGH FRIDAYS, EVERY HALF HOUR BEGINNING AT 9:30 A.M. THE LAST APPOINTMENT IS AT 3:00 P.M. DEPENDING ON YOUR PROGRAM, YOU SHOULD PLAN TO BE AT THE MUSEUM FOR ONE TO THREE HOURS.

ADMISSION/FEES

Student Admission: $5.50 per student
Each Additional Program: $1.00 per student
Group Leader and Teacher Admission: Free (minimum one adult leader per ten students)
Title I Admission: $3.00 per student (no surcharge for programs)

All reservations require a mandatory 50% deposit at least three weeks prior to the date of the visit. If your deposit is not received three weeks prior to your visit, the Museum reserves the right to cancel your group and offer your scheduled time slot to another group.

Refunds will be issued for cancellations made at least three weeks in advance. There are no refunds for programs canceled less than three weeks prior to the scheduled date of the program.
MAKING YOUR RESERVATION

Programs fill quickly. All guided and self-guided groups must make reservations at least three weeks in advance of the date of the visit. Reservations are taken on a first-come, first-served basis. If you would like to reserve tables in the student lunchroom, you must do so when you make your reservation.

Please call 718 777 6820. You should have several alternate dates and times in mind when you call.

You will need to provide the following information:

- Your name or other contact name
- Name of school or organization
- Mailing address
- Email address
- Daytime telephone numbers of both contact person and school
- Requested dates and times, and two alternates
- Special interests or needs
- Group size

You will receive a confirmation letter prior to the date of your visit. Your reservation is not confirmed until you receive this notification.

The Museum is committed to serving students of all abilities. Please alert us to any special conditions, including physical or learning disabilities, so that we can prepare appropriately.

GROUP SIZE

School groups consist of a minimum of ten students and a maximum of 200 students. Classes are divided into groups of approximately fifteen students each. It is essential that you keep the Museum informed of any changes in the size of your group prior to your visit. If the size of your group increases or decreases by fifteen or more students, you must notify the Education department at least one week prior to your visit.

STUDENT LUNCHROOM

The Museum’s student lunchroom is open to school groups by appointment only. If your group is planning to have lunch at the Museum, you must reserve lunchroom tables when you book your visit. Space is limited, so the Museum may not be able to accommodate late reservations. Outside food and drink are not permitted anywhere else in the Museum. If you are visiting the Museum as a self guided group, there is a $1 per student surcharge for use of the student lunchroom.

MUSEUM STORE

If your group would like to shop, please request shopping time when making your reservation. Space is limited.

PREPARING YOUR STUDENTS

Preparing your students before their visit will greatly enhance their experience at the Museum. Pre-visit activities can include introducing key terms, concepts, and historical or other background information. Depending on your program, materials may be sent to you with your confirmation letter.

Teachers are encouraged to visit the Museum prior to the class visit. Admission is free for teachers with valid identification.