

2016 Open Studios Art Tour

Formatting images for the ZAPP® Image Library

Formatting your Artist Guide image

Local fine art photographers

What are the application image specifications?

All application images must be formatted to the specifications listed below:

1. **Recommended Dimensions:** 1920 pixels on the longest side.
 - Note: To assist artists who do not have images that are 1920 pixels or larger, the system will also accept images that are at least 1400 pixels on the longest side.
2. **File Format:** Save all images as Baseline Standard JPEG. **Do not save as a Progressive JPEG.**
3. **File Size:** JPEGs must be under 2.0 MB.
4. **Color space:** Save images in RGB color space, preferably sRGB.

How do I format the application images?

Use one of these FREE online converters:

- [Jury Images Formatter](http://juryimages.com/) (<http://juryimages.com/>)
 - Automatically formats images for digital jurying
- [Ripfish Image Resizer](http://www.ripfish.com/zapp/) (<http://www.ripfish.com/zapp/>)
 - Resizes images to 1920 pixels square

Another option is to format the images on your computer. Like slides, formatting your digital images can be done on your own. To do this you will need photo-editing software that can resize images, change image resolution, create new images, and save images as JPEGs. There are a variety of photo-editing software products that can help you format your images successfully. Packaged software is available to purchase as well as free downloadable software. Various websites offer online image editing tools as well.

- Adobe (<http://www.adobe.com>) currently provides two photo editing products--Adobe Photoshop and Adobe Elements--that are very popular among today's designers and artists. Adobe Elements, the less-expensive option, provides a free 30-day trial if you would like to try the program before purchasing.
- Get Paint (<http://www.getpaint.net>), a free open-source program for Windows-based computers, can also help to format images successfully. If you are a Mac user, download Gimp (<http://www.gimp.org>), a useful image editing program.

For a full list of resources, visit the [Help Center](#) on ZAPP® and select the Digital Tutorials and Resources tab.

What are the Artist Guide image specifications?

The Artist Guide image must be formatted to the specifications listed below:

- File **name:** Name your file with your LAST name first, followed by your FIRST name
 - (e.g. Lastname.Firstname.tif or Lastname.Firstname.jpg)
- File **type:** Tiff images (.tif) are preferred; however, Jpeg images (.jpg) are acceptable.
- File **format:** CMYK is the preferred format; however, RGB is acceptable.
- File **Resolution:** Must be 300 dpi
- File **Size:** Maximum of 3.5" in either direction

Photographing your own artwork

Please keep in mind that digital images of your work are your only "voice" to the jury.

If you are photographing your work, we recommend you review "[Photographing your artwork: Some tips](#)" on ZAPP®

- This visual guide includes examples of proper lighting, exposure, focus/clarity, perspective, size, consistency, and background.

The value of using professional photographers

Arts Council Santa Cruz County strongly encourages artists to utilize professional photographers to document their artwork. Using professionals helps to ensure your work is presented in the best way possible with proper lighting, image composition, and resolution of the digital images. Professional photographers will be able to provide you with images that are consistent with the ZAPP® Image Standard.

Below is a list of **local photographers** who *specialize* in photographing fine art. Many of these photographers offer Open Studios specials. Contact them for more information or a list of clientele that have used their services.

- David Reese: www.DavidReesePhotography.com, 462-9442
- Frank Leonard: www.frankleonardphotography.com, 345-5496
- Geoffrey Nelson: www.geoffreynelsonphoto.com, 595-2926
- Jeffrey Luhn: www.luhnphoto.com, 335-4711
- John Gavrilis: www.gavrilisphotography.com, 688-8855
- Paul Henri: www.paulhenriimages.com, 818-3775
- Paul Schraub, www.paulschraubphoto.com, 426-4537
- Paul Titangos: www.titangos.com, 423-8786
- rr jones: www.rrjones.com, 429-5926
- Steve Westen (specializes in jewelry): tsl@cruzio.com
- Tim Matthews: www.timmatthewsphoto.com, 234-5389