2017 Open Studios Art Tour

Formatting application images for the ZAPP® Image Library

Formatting your Artist Guide image

Local fine art photographers

What are the image specifications for ZAPP®?

All application images must be formatted to the following specifications:

1. **Recommended dimensions:** 1920 pixels on the longest side. 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 5.0 MB.
4. **Recommended resolution:** between 72 and 300 dpi. You may need to lower your resolution if the file size is larger than 5 MB.
5. **Color space:** Save images in RGB color space, preferably sRGB.

How do I format images for the ZAPP® Image Library?

Use one of these FREE online converters:

Jury Images Formatter Automatically formats images for digital jurying.

http://juryimages.com

Ripfish Image Resizer Resizes images to 1920 pixels square.

http://ripfish.com/zapp

Another option is to format the images on your computer. 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. Free downloadable software is available on various websites:

- Adobe http://www.adobe.com currently provides two photo editing products: Adobe Photoshop and Adobe Elements. Adobe Elements, the less-expensive option, provides a free 30-day trial if you would like to try the program before purchasing.
- Windows users download Get Paint http://www.getpaint.net.
- Apple users download Gimp http://www.gimp.org.

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

What are the image specifications for the Artist Guide?

All images for the Artist Guide must be formatted to the following specifications:

1. File **name**: Name your (.tif) or (.jpg) file with your LAST name followed by your FIRST name
   a. Lastname.Firstname.tif
   b. Lastname.Firstname.jpg
2. File **type**: TIFF images (.tif) are preferred; however, JPEG images (.jpg) are acceptable
3. File **format**: CMYK is the preferred format; however, RGB is acceptable
4. File **resolution:** Must be 300 dpi
5. File **size**: Maximum of 3.5" in either direction

Artist Guide image must be uploaded to the designated holding site http://comprinters.com/artupload/

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 application images that are consistent with the ZAPP® image standard and a print-ready hi-res image for the Artist Guide.

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

Photographing your own artwork

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.