

2018 Open Studios Art Tour Application Checklist

Fees: \$40 non-refundable Application fee due with application; \$280 Participation fee due by June 15, 2018.
Applications must be received by **midnight, Monday, April 30th**, no exceptions.

Application Information

General information about the Open Studios Art Tour <http://www.artscouncilsc.org/open-studios/>
Applications accepted online <http://www.zapplication.org>
Artist Guide image must be uploaded to designated holding site <http://comprinters.com/artupload/>

Take these steps *BEFORE* starting the online application

- Read the 2018 Open Studios Art Tour Guidelines & FAQs.
- Register your FREE Artist Profile on [ZAPP](#)®. If you're new to ZAPP®, select "How to Register" on the landing page.
- Select 7 images to submit with your application. Images should meet the Open Studios application criteria (see the Open Studios 2018 Guidelines & FAQs for more details).
- Size your images per ZAPP® 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 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.

Questions? Visit the ZAPP® [Help Center](#)

- Upload sized images to your ZAPP® Artist Profile Image Library. You will be asked to fill in the title, medium, dimensions, and price for each image. Listing a price with each image is mandatory on ZAPP®. The price will not be seen by the jurors and has no bearing on your application. You can enter the actual price or enter \$0.00.
- Draft your "Description of Materials & Technique" (item #2 on the application). Jurors read this statement *after* viewing your 7 images. This statement is limited to **750 CHARACTERS**, including letters, spaces, and punctuation. Be clear and succinct in what you are doing and why: State the medium, state the material(s)/media when significant, state the technique/when significant. Take a moment to review professional practices for writing a good artist statement.
 - <http://www.wikihow.com/Write-an-Artist-Statement>
 - <http://www.artbusiness.com/artstate.html>
 - <https://www.gyst-ink.com/artist-statement-guidelines/>
- Know your STUDIO address (item #3, #4, & #5 on the application). List the physical studio address in these fields. If you are being hosted, enter your host's studio address on the application. If you need to be hosted but don't yet have a host location, enter "Need Host Studio" in the Street address field.
- Determine which image you are going to use in the Artist Guide. You will need to provide the title, medium, and dimensions for this piece on the application.
- Determine whether or not you can list your studio as wheelchair accessible in the Guide & mobile App (item #21 on the application). You can answer "Yes" to this question **ONLY** if ALL of the area open to the public during Open Studios meets this criteria: Doorways must have a 36" clearance; no threshold more than ¼" high; no stairs.

2018 Open Studios Art Tour

Application Checklist (continued)

- If you will be actively demonstrating your art during the tour, request a demonstration symbol (👋) with your listing (item #22 on the application). You are not expected to demonstrate continually; however, you must plan to demonstrate at times throughout the day if you are requesting to be listed as a demonstrating artist.

Application Step-by-Step [Submit application & upload Artist Guide image]

STEP 1

- Go to the [ZAPP® website](#) and click on [Participating Events](#). In the Search box, enter “Open Studios” in the Keyword field and click Go. We are listed as “Open Studios Art Tour (Santa Cruz County) 2018”.
 - Read & agree to the Legal Terms of our event. Once you’ve agreed to the terms, select “Apply to this Show.”
- There is no auto-save on the application. If you need to step away from the computer, scroll to the very bottom of the application and click Save. If you leave the application unattended for longer than ten minutes, the system will log you out without saving the data you’ve entered.*
- Select the medium in which your artwork will be juried.
 - Fill in all remaining required fields.
 - Commit 7 images from your ZAPP® Image Library. All of the images in your Image Library will appear at the bottom of the application. Commit an image to the application by *selecting the check box for that image*. Every time you commit an image, you’ll be asked if this is your Booth Shot (not applicable to our tour). Select “No” and continue.
 - Once you’ve committed all 7 images, click Save & Continue. At this point, you will be able to view the order in which the jurors will view your images. You have the option of re-arranging the order before completing the application.
 - Proceed to Checkout. Pay your \$40 application fee online or choose Pay by Check and mail payment to Arts Council. Once your application has been successfully submitted, you will receive an e-mail confirming receipt along with instructions for completing your application by uploading your Artist Guide image to the holding site.

STEP 2

- Prepare your Artist Guide image and upload it to <http://comprinters.com/artupload/>
 - All images for the Artist Guide must be formatted to the following specifications:
 - File **name**: Name your (.tif) or (.jpg) file with your LAST name followed by your FIRST name
 - Lastname.Firstname.tif
 - 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
 - To fill the most space, choose a rectangular image: 3.5” wide by 2.75” tall
- Once your Artist Guide image has been successfully uploaded, you will receive an e-mail confirming that your Open Studios Art Tour application is complete.*

Confirmation e-mails are sent to the e-mail address in your ZAPP® Artist Profile, not the e-mail address entered on your application. Please make sure your ZAPP® Artist Profile e-mail address is current.

*** IMPORTANT – YOUR APPLICATION IS NOT COMPLETE UNTIL WE HAVE RECEIVED YOUR ARTIST GUIDE IMAGE**

If *after reading* the Guidelines & FAQs you have questions, contact Ann Ostermann, Open Studios & Events Director Arts Council Santa Cruz County, 1070 River Street, Santa Cruz, CA 95060: 831.475.9600 x17, ann@artscouncilsc.org