

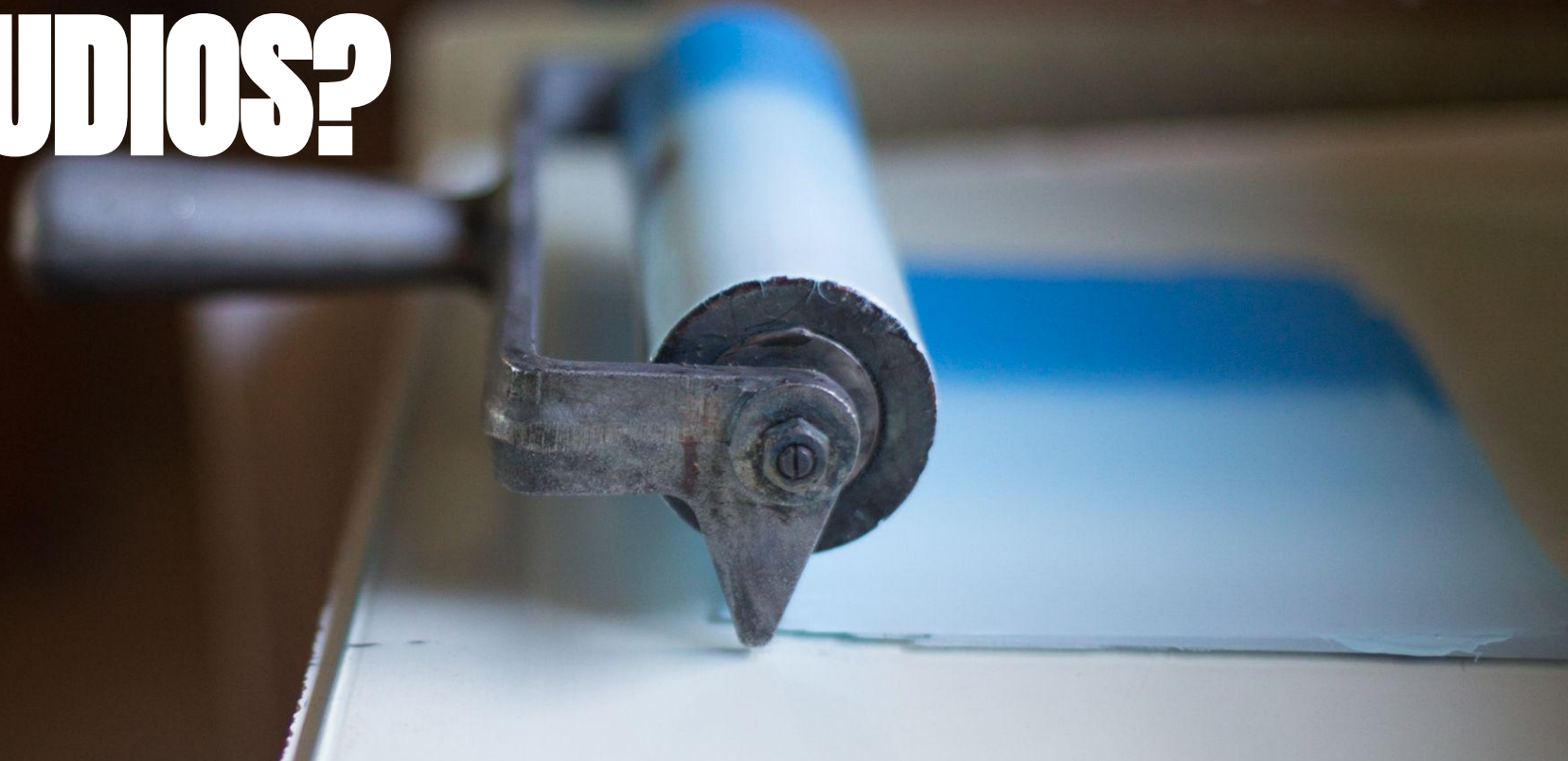


OPEN STUDIOS ART TOUR

How, Why, and When to
Apply for the 2023 Tour



WHAT IS OPEN STUDIOS?



Open Studios is a marketing program for Santa Cruz County visual artists. Artists open up their studios and share their art & creative process with the public.

The tour takes place the first three weekends of October.

This is the 37th year of the tour.



WHY SHOULD I BE PART OF OPEN STUDIOS?



As an Open Studios artist,
you get to

- ***Share** your art with the public*
- ***Sell** your art to the public*
- *Take your art business to the next level*



**WHAT KIND OF
SUPPORT DO YOU
GIVE TO ARTISTS?**



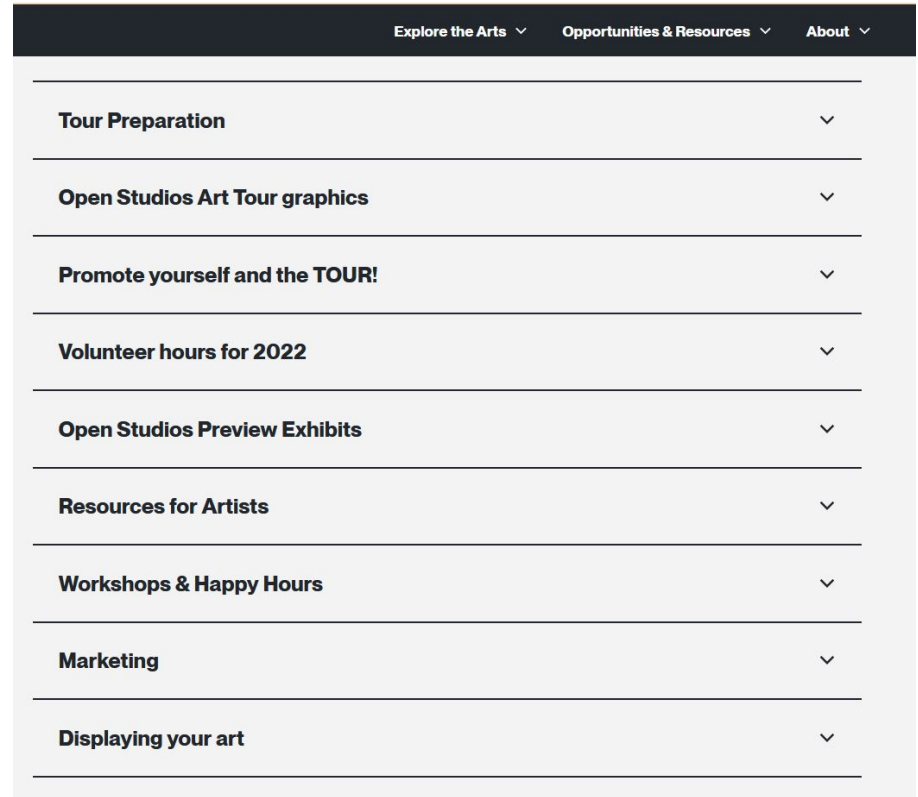
All first-time participants are offered one-on-one **mentoring** from a veteran Open Studios artist.

A **private resources website** filled with support documents covering all aspects of the tour (see right)

Technical support in the months leading up to the start of the Tour including workshops and emails covering a variety of topics – marketing your artwork, pricing your artwork, social media “how-to” and more.

Private Facebook group for Open Studios artists where you can support each other and share information.

Artist meetups in June, July, August & September.



Explore the Arts	Opportunities & Resources	About
Tour Preparation		
Open Studios Art Tour graphics		
Promote yourself and the TOUR!		
Volunteer hours for 2022		
Open Studios Preview Exhibits		
Resources for Artists		
Workshops & Happy Hours		
Marketing		
Displaying your art		





**WHAT DO I NEED TO
APPLY?**

**WHAT DO I NEED ON
OPENING DAY?**








You will need high quality digital images of **seven individual pieces of art** representing a cohesive body of work that shows technical proficiency in **one selected medium** at the time you apply. *Work must have been created between 2020 and the present.*

Artwork and Statement

Statement:

Artist's Statement

My passion is the use of vibrant color and line work in all my art and you will see these dominant elements of design in most of my pieces. I enjoy capturing the energy and joy of a subject and not just the photo representation. Watercolor is my primary medium but I also love to experiment with other new mediums and textures and break away from the norm.

 <p>Goat-Land 36" x 36" \$1,500.00</p>	 <p>Blue Vase 636" x 36" \$1,500.00</p>	 <p>Color Blast 36" x 36" \$1,500.00</p>	 <p>Sheep #1 36" x 36" \$1,500.00</p>	 <p>Poppies 20" x 20" x 1" \$500.00</p>	 <p>Broken Flowers 40" x 40" x 2" \$2,500.00</p>
 <p>Pastel Poppies 36" x 36" x 2" \$1,500.00</p>					

How much artwork do I need to have completed by the start of the tour?

On opening day you need to have a minimum of **fifteen original pieces** in the selected medium under which you were juried on hand for the public to see.



WHAT ARE THE JURORS LOOKING FOR?



The jurors review and score each application by medium using a scale of 1-10, applying the following **criteria**:

- **Technical Proficiency:** The images show expertise in a given medium.
- **Cohesive Body of Work:** The body of work looks like it was created by the same artist, reflecting their personal creativity and voice.

Your images are your only voice
with the jurors.

You can take your own
photographs or hire someone to
take them for you. A list of local
professionals is on page 4 of the
Guidelines.

If you take your own photos for the
application, please keep the
following tips in mind:



Lighting:

- Lighting is an important factor when photographing your work.
- Be sure that your camera is set and white-balanced for your lighting conditions.
- Small shifts of light can dramatically bring out the details in your work.
- Play with different angles.
- Avoid hot spots if at all possible.

Lighting examples:

Poor



Good



Exposure:

- Bracket your photographs and take multiple exposures.
- Depending on your lighting, various exposures can give different effects to your work.
- Make sure that your blacks and whites still retain detail.

Exposure examples:

Poor



Good



Focus/Clarity:

- Your images should be clear and in focus. This is especially critical with artwork that has fine detail.
- The more textures and nuances the jurors can see, the more your craftsmanship will be appreciated and noticed.
- Macro photography can significantly enhance jewelry images.

Perspective: *especially applies to jewelry, craft, glass, 3D, fiber*

- Different angles can give off different moods and feelings for the artwork.
- Experiment with various angles.
- Take many photos so you have a variety to chose from.

Perspective examples:

Poor



Good



Size examples:

Poor



Good



Backgrounds:

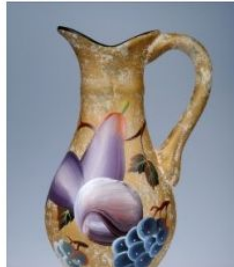
- Steer away from distracting backgrounds.
- If using a background, gradients and neutral colors work best.
- People, pets, banners, etc., can take away from your work.
- Each image is your chance to glorify your work. Remove any distracting elements.

Backgrounds examples:

Poor



Good



Make sure you aren't showing a multitude of voices, techniques, and styles in the body of work you submit with our application. You will be able to show ALL of your artistic voices during the tour, but in your application you must curate it down to 7 images that reflect a cohesive voice.

Consistency: *applies to all media categories*

- Make sure that all of your images have a consistent feel and look.
- A consistent theme, lighting, background, subject, etc., will make your submission appear professional.

Consistency examples:

Poor



Good



WHO ARE THIS YEAR'S JURORS?



Every application will be reviewed and scored by our six jurors.
All of our jurors live *outside* Santa Cruz County.

We have 2 returning jurors* and 4 jurors joining us for the first time this year.

- **Alyssarhaye Graciano**, Curator at MACLA/Movimiento de Arte y Cultura Latino Americana
- **Frederick Liang**, GenArts Silicon Valley program/San Jose Museum of Art marketer, San Jose Museum of Art
- **Richard Murai***, Assistant Director, Center for Photographic Art, Carmel
- **Melissa Pickford***, Curator & Art Administrator, Monterey Peninsula College
- **Jessica Punzalan**, Artist & Community Leader/Creative Service Manager - localcolorsj.org
- **Ashley Vaughan**, Artist, BA in Visual Art (CSUMB); MFA in Photography (SJSU)

HOW DO I APPLY?



Our application has TWO steps

First step: fill out and submit our online application:

<https://www.zapplication.org/>

- If you haven't used ZAPP before, you need to **Sign Up** as an artist
- **Find** our application
 - Search for Open Studios Santa Cruz
- Click on **Apply to this Show**
- **Agree** to the legal terms
- **Start** your application!

The screenshot shows the ZAPP website interface. At the top, the ZAPP logo is on the left, and the tagline "WHERE ARTISTS & ART FESTIVALS CONNECT" is on the right. There are "Login" and "Sign Up" buttons. Below the header, there are navigation buttons: "BACK TO EVENTS", "Apply to this Show", and "CONTACT EVENT". The main content area is divided into two columns. The left column contains event details: "Event Pages" with social media icons, "Location" (Santa Cruz County, California (West), 831.475.9600 x17), "REQUIREMENTS" (Accepted Application Types: Artist), "Images" (7, a booth shot is NOT required), "Fee" (\$40.00 Application Fee), "Application Amount" (up to 2 applications), and "Time Remaining" (51 days and 9 hours remaining). A "Dates & Deadlines" dropdown menu is open, showing: "March 1, 2023 Open Date", "April 30, 2023 Application Deadline", and "May 26, 2023 Notification Date". The right column features a link to "GENERAL INFORMATION" and "JURY DETAILS". Under "EVENT INFORMATION", it welcomes visitors to the Open Studios Art Tour, describes it as a self-guided tour, and provides dates for the 2023 tour: South County (Oct 7 & 8), North County (Oct 14 & 15), and All County (optional Oct 21 & 22). It also lists studios open from 11 am to 5 pm.



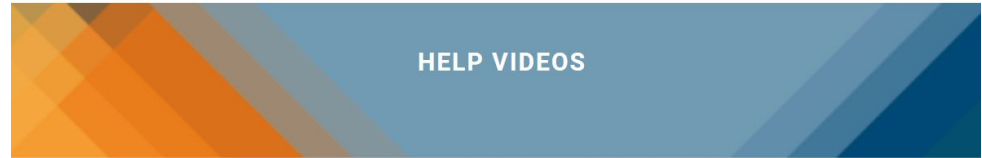
Make it easy on yourself! Before you start your application, watch each of the help videos from Zapp.

Click on the “i” help button at the top right of the Zapp screen. Once there, scroll down to the Help Videos button.

Videos are less than 3 minutes each and will make applying online much less stressful.

ZAPP has a YouTube channel where you can find all of their help videos:

<https://www.youtube.com/@ZAPPlication>



Contact the ZAPP Team

ZAPP Artist Help Videos

Search

Search ZAPP Artist Help Centre

- ▼ Navigating ZAPP
- ▼ How to Upload Images
- ▼ How to Apply to Events
- ▼ How to Checkout Applications
- ▼ How to Purchase Booths
- ▼ Managing Statements of Technique

My Portfolio is your media library.

You will need to upload at least 7 images to your portfolio to use in our application.

For each image, you will need to supply the title, medium, dimensions, and price.

You can upload as many images as you want, then choose which seven work best for you for our application.

The screenshot displays the 'My Portfolio' page in the ZAPP application. At the top, the ZAPP logo and user information 'ANN OSTERMANN ArtsCouncilOpenStudios' are visible. Navigation icons for Portfolio, Applications, Apply to Shows, Calendar, and Help are also present. The main heading 'My Portfolio' is accompanied by a brief description: 'My Portfolio is your media library. Upload and store media that you want to submit with your applications.' Below this, a storage progress bar indicates a 'STORAGE LIMIT: 1000 MB', with '29 MB Used' and '971 MB Available'. A navigation bar contains tabs for 'Artwork Images', 'Booth Shots', 'Files', and 'Saved Statements'. A note states: 'Images can be attached to applications that collect images for jurying. Photos must be a minimum of 1400 pixels on the longest edge. For the best results Preparation Guidelines.' The interface includes an 'Upload Artwork Image' button, an 'Image Guidelines' button, and a 'SORT BY: Title (A-Z)' dropdown. A 'Show List View' toggle is located above a grid of six zipper case images, each with a title: 'Zipper Case & Wallet - Dragonflies', 'Zipper Case & Wallet - Tomatoes', 'Zipper Case Campers', 'Zipper Case Foxes', 'Zipper Case Chickadees', and 'Zipper Case Sunglasses'.

All images uploaded to your portfolio must be formatted to the following specifications:

1. **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 (under 2.0MB recommended)
4. **File Resolution:** 72dpi
5. **Color space:** Save images in RGB color space, preferably sRGB

ZAPP features online file converters. They're easy to use and are FREE!



Contact the ZAPP Team

Search

Search ZAPP Artist Help Centr

Photo Editing Programs:

- Adobe Photoshop – Digital image editing application software
- Pixlr – Free online photo editor
 - View Pixlr Tutorial: Adding Black Borders to Size Images Up
 - Watch Pixlr Tutorial: Sizing Images Down
 - Watch Pixlr Tutorial: Adding Black Borders to Size Images Up
- Gimp – Open-source image retouching and editing tool

Online File Converters:

- Jury Images Formatter – Free image formatting for digital jurying.
- Zamzar – Converts images from various formats into other file types. Free for files up to 100MB.
- Online-Converter – Convert media files online from one format into another.

Digital Imaging Resources

Below is a list of professional photographers and digital media specialists who provide formatting and digital services. Although our resource list is screened, we do not guarantee the workmanship or the quality of work produced from an artist's relationship with any of the resources listed below.

Start your application. Fill out at least one field so that you can save your application.

Fill in your Description of Materials and techniques. The description is limited to 750 CHARACTERS: letters, spaces, and punctuation.

Draft it beforehand in Word so you can easily check your character count; then copy & paste your text into the application.

The screenshot shows the ZAPP application interface. At the top, there is a navigation bar with the ZAPP logo, the name 'ANN OSTERMANN ArtsCouncilOpenStudios', and several utility icons: PORTFOLIO, ZAPPLICATIONS, APPLY TO SHOWS, CALENDAR, and HELP. A 'My Cart' button is located on the far right. The main heading is 'Application' in blue. Below it, a message asks the user to review their application and click 'Save and Continue' before leaving. A note states '**Required fields are in bold**'. The form fields include: a URL field with 'https://santacruzopenstudios.com' and a 'Contact Event' button; a title field with 'Open Studios Art Tour 2023'; a phone field with '831.475.9600 x17'; a fee field with 'Fee (Application Fee): \$40.00'; a dropdown menu for 'Select Your Show Specific Medium Category' with 'Fiber Arts/Textiles' selected; a 'Description of Material and Technique' section with a 750-character limit, containing the text 'I create work by pairing fabrics in a pleasing combination of colors and textures. My pieces involve both machine and hand stitching.' and a character count '(Used 134 of 750 characters max)'; and a section for 'Select a saved statement from your Portfolio' with an 'Insert Saved Statement' button.

When you select Save & Continue *before* you've filled out all of the required fields or selected all seven images, any missing fields will show up in red.

Your application is in started mode. You'll be able to return to the application to fill in more information at your convenience.

Completed applications must be submitted no later than midnight, April 30th.

The screenshot shows the top navigation bar of the ZAPP application. On the left, there is a 'MENU' icon and the 'zAPP' logo. To the right of the logo is the text 'ANN OSTERMANN ArtsCouncilOpenStudios'. Further right are icons for 'PORTFOLIO', 'ZAPPLICATIONS', 'APPLY TO SHOWS', 'CALENDAR', and 'HELP'. On the far right is a 'My Cart' button with a shopping cart icon.

Below the navigation bar is a list of radio button options for selecting a medium:

- Mosaic
- Painting: Acrylic
- Painting: Ink, Charcoal, Pencil, Graphite
- Painting: Oil
- Painting: On Silk
- Painting: Pastel
- Painting: Watercolor
- Photography
- Printmaking
- Sculpture: Clay
- Sculpture: Metal
- Sculpture: Paper
- Sculpture: Stone
- Sculpture: Wood
- Wearable Art
- Woodworking

Below the list is a red question mark icon followed by the text: "Please provide an Artist Guide Description: This text is printed in the Artist Guide with your image. Do NOT give a description of the image itself. This description should give the public an idea about your body of work, and if possible mention what medium you work in. We no longer list the medium along with the image and sometimes it's hard to tell a painting apart from a photograph etc. This description is limited to a MAXIMUM of 70 CHARACTERS. Characters include, letters spaces, and punctuation." Below this text is a red-bordered text input field with a red question mark icon in the top right corner. Below the input field is another red question mark icon followed by the text: "Will you be participating in both days of All County Weekend?". Below this text are two radio button options: "Yes" (which is selected) and "No".

At the bottom of the application, you will need to select 7 images from your Portfolio for our application. As you add images, the system will tell you how many are still needed.

This example shows that I need to select one more image in order to meet the application requirements.

The screenshot displays the ZAPP application interface. At the top, the logo for ZAPP is visible, along with the name ANN OSTERMANN and the text ArtsCouncilOpenStudios. Navigation icons for PORTFOLIO, ZAPPLICATIONS, APPLY TO SHOWS, CALENDAR, and HELP are present, along with a My Cart button. A requirements banner at the top right states "Requirements: Select 7 artwork images." and includes a link to "Image Submission History".

The main content area is titled "Selected Samples to Submit" and features a grid of six artwork images, each with a caption below it:

- Matching case & wallet
- Zipper Case Foxes
- Zipper Case Campers
- Zipper Case Sunglasses
- Bee Tray
- Charlie Harper tray

Below the grid, a blue circle with the number 7 is displayed, indicating the number of images still needed to meet the requirements. At the bottom of the interface, there are two buttons: "Change Image Order" and "Save & Preview".

Once you've filled out all of the required fields and selected 7 images, click Save & Continue.

Click Preview as Juror to see what your images will look like to the jurors.

If you don't like the order of the images, select Edit Application and go back to change the order of the images (drag and drop into the desired order).

The screenshot shows the ZAPP application interface. At the top, there is a navigation bar with the ZAPP logo, the user's name 'ANN OSTERMANN ArtsCouncilOpenStudios', and icons for Portfolio, ZAPPlications, Apply to Shows, Calendar, and Help. A 'My Cart' button is also present. The main heading is 'Application Preview' in blue. Below it, the application status is 'Ready for submission'. There are four buttons: 'Preview as Juror', 'Edit Application', 'Checkout', and 'Apply to More Shows'. The application details are as follows:

- Tags:** Open Studios Art Tour 2023
- Comments:**
 - Fee (Application Fee):** \$40.00
 - Application ID#:** 2506492
 - Applicant:** Ann Ostermann
 - Business or Studio Name:** 1070 River Street, Santa Cruz, CA 95060, USA
 - Primary Phone:** 831 475-9600
 - Alternate Phone:**
 - Email:** ann@artscouncilsc.org
 - Website:** www.artscouncilsc.org
 - Selling Website:**
 - Collaborator:**
- Your Show Specific Medium Category:** Fiber Arts/Textiles
- Description of Material and Technique:** I create work by pairing fabrics in a pleasing combination of colors and textures. My pieces involve both machine and hand stitching.
- List your STUDIO STREET ADDRESS here (only the street info - do not include city and zip). This address will be used to place you on the map and will be listed in the main section of the Artist Guide.**
- If you need to be hosted but do not yet have a host location, enter "Need Host Studio"**
- If you're a Watsonville-based artist without a studio that can open to the public and would like to be one of the five artists located at the Porter Building in**

The Preview as Juror slide show will start with image #1 and finish with image #7.

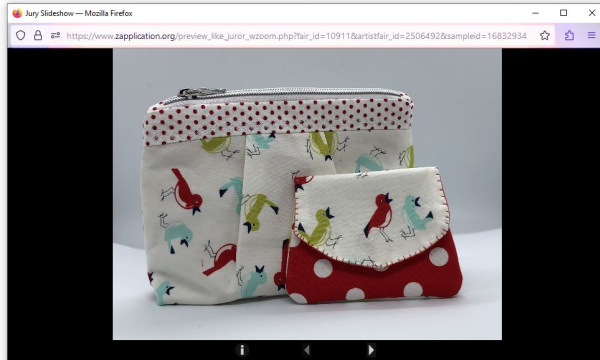
After the jurors have viewed all your images, the next slide will show the 7 images and your Description of Materials & Techniques.



Application Preview

Application Status: Ready for submission

[Preview as Juror](#) [Edit Application](#) [Checkout](#) [Apply to More Shows](#)



If you need to be hosted but do not yet have a host location, enter "Need Host Studio"

If you're a Watsonville-based artist without a studio that can open to the public and would like to be one of the five artists located at the Porter Building in...

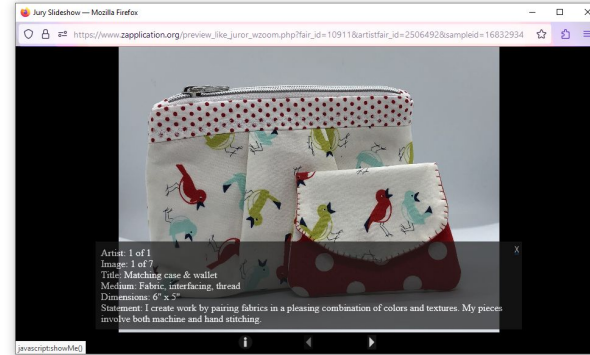
Jurors can click on the "i" info button which brings up details for each piece: the title, medium, and dimensions show as well as your application 'Description of materials & techniques'. *The price you assigned to your piece and any individual description of the piece from your portfolio does NOT show up in the details for the jurors.*



Application Preview

Application Status: Ready for submission

[Preview as Juror](#) [Edit Application](#) [Checkout](#) [Apply to More Shows](#)



If you need to be hosted but do not yet have a host location, enter "Need Host Studio"

If you're a Watsonville-based artist without a studio that can open to the public and would like to be one of the five artists located at the Porter Building in...



Once you're satisfied with everything in your application, hit Save & Continue which takes you back to the Application Preview.

Select **Checkout**.

Pay online or select pay by check. Checks should be mailed to Arts Council Santa Cruz County, 1070 River Street, Santa Cruz, CA 95060.

You've now completed the first step of our application process.

The screenshot shows the 'Application Preview' page for Ann Ostermann. The header includes the ZAPP logo, the applicant's name 'ANN OSTERMANN', and navigation links for Portfolio, ZAPPlications, Apply to Shows, Calendar, and Help. A 'My Cart' button is in the top right. The main heading is 'Application Preview' with a status of 'Ready for submission'. Below this are four buttons: 'Preview as Juror', 'Edit Application', 'Checkout' (highlighted in green), and 'Apply to More Shows'. The application details are listed in two columns: 'Tags' (Open Studios Art Tour 2023) and 'Comments' (application fee, ID, applicant name, business name, address, phone, email, website, and collaborator). Below the details are sections for 'Your Show Specific Medium Category' (Fiber Arts/Textiles), 'Description of Material and Technique' (a paragraph about fabric pairing), and a note about studio addresses. A footer note mentions Watsonville-based artists.

MENU **ZAPP** ANN OSTERMANN ArtsCouncilOpenStudios PORTFOLIO ZAPPLICATIONS APPLY TO SHOWS CALENDAR HELP My Cart

Application Preview

Application Status: Ready for submission

Preview as Juror Edit Application **Checkout** Apply to More Shows

Tags Open Studios Art Tour 2023

Comments **Fee (Application Fee):** \$40.00
Application ID#: 2506492
Applicant: Ann Ostermann
Business or Studio Name:
1070 River Street
Santa Cruz, CA 95060
USA
Primary Phone: 831 475-9600
Alternate Phone:
Email: ann@artscouncilsc.org
Website: www.artscouncilsc.org
Selling Website:
Collaborator:

Your Show Specific Medium Category
Fiber Arts/Textiles

Description of Material and Technique
I create work by pairing fabrics in a pleasing combination of colors and textures. My pieces involve both machine and hand stitching.

List your **STUDIO STREET ADDRESS** here (*only the street info - do not include city and zip*). This address will be used to place you on the map and will be listed in the main section of the Artist Guide.

If you need to be hosted but do not yet have a host location, enter "Need Host Studio"

If you're a Watsonville-based artist without a studio that can open to the public and would like to be one of the five artists located at the Porter Building in _____

Step 2 of our application - Upload your Artist Guide image

Once you've successfully submitted your application on ZAPP, you will receive an email from me instructing you to upload your hi-res Artist Guide image to the hold site.

<https://comprinters.com/artupload/>

After you've uploaded your Artist Guide image, I will email you to let you know you've completed our application process.



ARTS
COUNCIL
SANTA
CRUZ
COUNTY

2023 Open Studios Art Tour Artist Guide

Artwork File Upload

IMPORTANT DEADLINE:

Image must be received by midnight, May 1st, in order for applications to be sent to the jury.

Read this before uploading your file.

Please follow these guidelines when preparing your file.

- 1. File Name:**
Lastname.Firstname.tif
- 2. File Format:**
.tif or .jpg only
- 3. File Resolution:**
300 dpi only
- 4. Maximum File Size**
3.5" wide x 2.75" tall
(artboard size)
- 5. Color Mode**
CMYK preferred.

For questions or assistance contact:
Ann Ostermann
ann@artscouncilsc.org
phone: 831.475-9600 x17

Email

First Name

Last Name

Name of Art Piece

Powered by  communityprinters



Your Artist Guide image must be formatted to the following specifications in order for it to print properly. Please note the specifications are different from the image specs for the application.

1. File **name**: *Before* uploading your file, please retitle it with your LAST name followed by your FIRST name
 - a. Lastname.Firstname.tif
 - b. Lastname.Firstname.jpg
2. File **type**: Can be TIFF images (.tif) or JPEG images (.jpg)
3. File **format**: CMYK is the preferred format; however, RGB is acceptable
4. File **resolution**: Must be **300 dpi**
5. File **size**: Maximum of 2.75" high x 3.5" wide.



IMPORTANT DEADLINE:

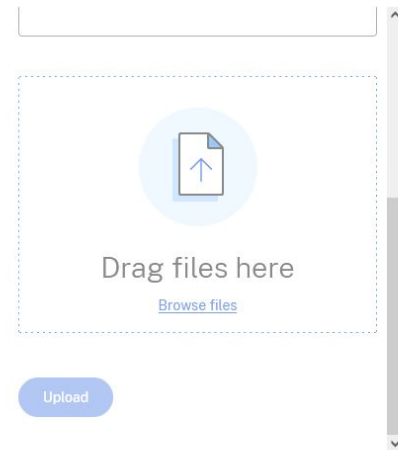
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3. **File Resolution:**
300 dpi only
4. **Maximum File Size**
3.5" wide x 2.75" tall
(artboard size)
5. **Color Mode**
CMYK preferred.

For questions or assistance contact:
Ann Ostermann
ann@artscouncilsc.org
phone: 831-475-9600 x17



HOW MUCH DOES IT COST?



It costs \$40 to apply (non-refundable)

If you're invited to be part of the 2023 Tour:

Returning artists pay a \$300 participation fee by 6/30.

First time artists pay a \$260 participation fee by 6/30.

Staggered payment plans are available (June/July/August)

WHAT IF I HAVE QUESTIONS?



Your best resource is our Guidelines & FAQs. Download a copy from our website: <https://santacruzopenstudios.com/>

I am happy to answer any questions you might have.

- Email me - Ann Ostermann
ann@artscouncilsc.org
- Call me: 831-475-9600 x17
- Set up a one-on-one meeting with me.





Ann Ostermann
Open Studios & Events Director

831.475.9600 X17
ann@artscouncilsc.org

Español: Mina Reyes
Community Organizer

408.840.6699
mina@artscouncilsc.org

THANK YOU FOR
COMING TODAY!