

Zapplication Guide for Artists

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Logging In

Visit [Zapplication](#) to create a new account or log into your existing account. If your existing account has been inactive for 24 months they are automatically disabled and you will need to email contactzapp@westaf.org for assistance.

Image Requirements

Before beginning the application process it is a good idea to review the Zapplication image requirements:

Minimum Image Requirements

- Dimensions: 1400 pixels on the longest side
- File Format: jpeg, jpg, tiff, png
- File Size: Under 5 MB

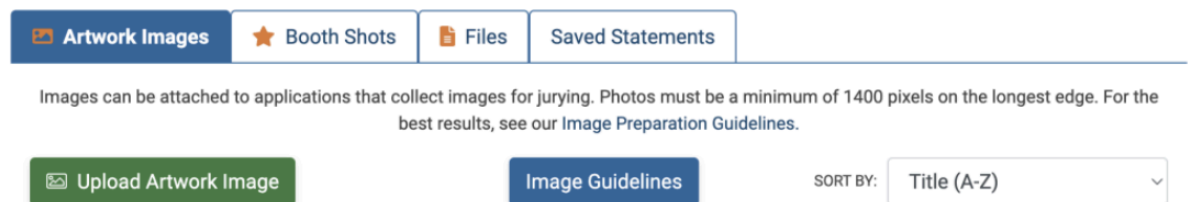
Recommended Image Requirements

- Dimensions: 1920 pixels on the longest side.
- File Format: jpeg, jpg, tiff, png
- File Size: Under 5 MB
- Resolution: 72 ppi – 300 ppi
- Color space: sRGB

Uploading Images to Your Portfolio

To upload an artwork image to ZAPP, follow these steps:

1. Within your Portfolio, click the “Artwork Images” tab and click “Upload Artwork Image”.



2. Select “Browse” to upload an image from your computer. Fill in the required fields that are in bold. You can disregard the other fields that are X-ed out below.

****Required fields are in bold**

The screenshot shows a form for uploading an image to ZAPP. The form includes the following fields and buttons:

- Media File**: A text input with "Choose a file..." and a "Browse" button.
- Image Title**: A text input with "Image Title" and a "60 max characters" limit.
- Folder**: A dropdown menu with "Not in Folder" selected, crossed out with a red X.
- Price/Value**: A text input with a "\$" symbol and "00.00".
- Year completed**: A text input with "e.g 1988".
- Medium**: A text input with "Medium Type".
- Measurement Type**: A dropdown menu.
- Height**, **Width**, and **Depth**: Three text input fields with the instruction "Enter Zero if not applicable".
- Description**: A large text area with "Add description here..." and a "255 Characters Remaining" indicator. Below it is a note: "i.e. Glass vase hand-blown, fused and cold-worked. Includes over 80 color combinations."
- Create Tag**: A text input field, crossed out with a red X.
- Add**: A green button with a plus icon.
- Comment**: A blue button with a speech bubble icon and "Add Comment", crossed out with a red X.
- Tags**: A label below the "Create Tag" field.
- BACK**: A blue button with a left arrow.
- Submit**: A green button with a checkmark icon.

3. Please note only files that meet Zapplication's [image requirements](#) will upload.
4. Click "Submit" to upload your image.

For more details on image requirements and uploading your image files, please visit [this Zapplication page](#).

NOTE: No need to upload a booth shot to your portfolio - those will not be viewed for our application

Editing Images


To edit, copy, or delete images and image information uploaded on ZAPP, click on the thumbnail of the image you want to edit.

On the View Media page, you have the option to copy, edit, or delete the image. You can also see all image information and you can view an enlarged version of the image by clicking on the image. Once in the enlarged image view, you can return to the View Media page by clicking the “X” in the upper right hand corner.

View Media

Photo by Steve Johnson on Pexels

[Copy](#) [Edit](#) [Delete](#)



(Click to enlarge)

Description:
Abstract 2

Booth Shot: No
Medium: Painting
Price: \$1.00
Dimensions: 0" X 0" X 0"
Size: 3.14 MB
Year Completed: 1234

Tags:

- Sold

Comments: This image works well for Help Centers!


If you click the “Copy” button, ZAPP will copy the image and its information. The title will be the title you originally entered with the word (Copy) after it.

If you click the “Delete” button, ZAPP will delete the image and its information. The image and its information will not be deleted from any applications submitted.

If you click the “Edit” button, you will be able to update any image information or replace the image with another image. If you accidentally marked artwork as a booth shot or vice versa, you can update that information by editing your image.

Is this your booth shot?

No



Replace

Image Title
Photo by Steve Johnson on Pexels
60 max characters

Price/Value \$ 1
Year completed 1234
Medium Painting

Measurement Type: Inches

Height 0
Width 0
Depth 0
Enter Zero if not applicable

Description 245 Characters Remaining
Abstract 2
i.e. Glass vase hand-blown, fused and cold-worked. Includes over 80 color combinations.

[BACK](#) [Submit](#)


After you have made changes to your image and its information, click “Submit” to save your changes. Any edits made will not be reflected on applications submitted before the changes were made.

Uploading Artist Statement of Technique





Within your Portfolio, you can also save up to six Statements of Technique. Every application on ZAPP will ask for a Statement of Technique, though the length of the statement allowed may differ. Your statement of technique should describe the materials and techniques used to create your artwork. Jurors will have access to your Statement of Technique.

Note: You are not required to upload your Statement of Technique - you can also type or paste it into your application.

To create and save a Statement of Technique, click on Saved Statements from the Artist Portfolio and click the “Create Statement” button.

 **My Portfolio**


My Portfolio is your media library. Upload and store media that you want to submit with your applications.

 Artwork Images	 Booth Shots	 Files	 Saved Statements
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Saved statements describe the materials and techniques used to create your artwork. Your statement may be read to the jurors.

Max storage: 6 Statements

Photographer



Clicking the “Create Statement” button will open the Statement of Technique editor. You will be prompted to title your statement and choose the character limit. The ACC Statement of Technique character limit is 500 characters.

Once you have saved a statement of technique, you can edit, copy, or delete the statement by clicking on the dropdown arrow on the Manage Statements of Technique page and then selecting the button for the desired action:

Statement of Technique

**Required fields are in bold

Please provide a very brief statement that describes the materials and techniques used to create your artwork. This statement may be read to the jurors.

Statement Title: <input style="width: 95%;" type="text"/>	Character Limit: <input style="width: 90%;" type="text" value="1000"/>
---	--

50 characters maximum

Text:

Character count: 0/1000

Cancel Save

Blank Statement 2020

Copy

Edit

Delete

A very brief statement that describes the materials and techniques used to create your artwork. This statement may be read to the jurors.

CHARACTER COUNT: 137

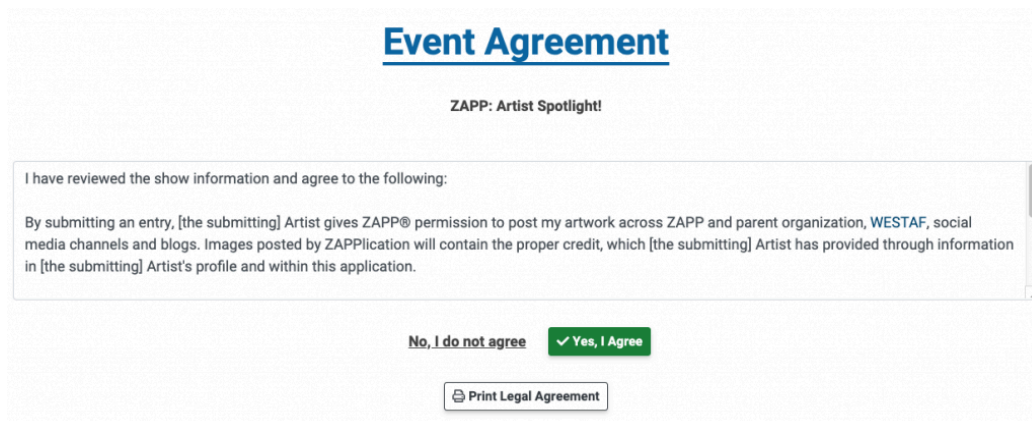
CLOSE X

The Application

When you are ready to apply, click the [show link](#) provided by ACC, or search for the ACC show on Zapp's main page. Click the "Apply to this Show" button at the top of the page under the event's logo.



Before starting the application, you must agree to the event's terms and conditions. You can print or save the legal agreement from this page. Once you agree to the terms, you will see the application.



The Application: Answering Application Questions

Select Your Show Specific Medium Category

Description of Material and Technique
Please provide a very brief statement (200 characters or less) that describes the materials and techniques used to create your artwork. This statement may be read to the jurors.

<p>Type or paste directly into the box.</p> <div style="border: 1px solid gray; height: 100px; width: 100%;"></div> <p><i>(Used 0 of 200 characters max)</i></p>	<p>Select a saved statement from your Portfolio. Only statements that are equal to or below the maximum character limit can be added to your application.</p> <div style="border: 1px solid orange; padding: 5px; text-align: center; margin: 10px auto; width: 80%;">Insert Saved Statement</div>
--	--

Select a medium category and insert or write a Statement of Technique. If you have saved a Statement of Technique to your Zapplication Profile, you can click the “Insert” button and select the statement you would like to add. It will appear inside the text box to the left. You can also type or paste your statement directly into the text box.

If you are unable to insert your statement, it may be that the statement exceeds the application’s character limit. To learn more about saving Statements of Technique to your profile, refer to [this section](#).

You can then complete all the following sections of the application. All of these questions and sections are required.

Please indicate which option best describes the production of your work. In order to be eligible, the work must be produced by the artist alone, or along with a small group of makers that they directly supervise. Direct supervision requires that the artist oversees production work as it occurs and provides constant direction, feedback, and assistance.

- Solo artist – I am the sole creator and maker.
- Small studio – I am the sole creator of the work and make the work along with a small group of makers that I supervise.

How many years have you exhibited with ACC?

- 1-5
- 6-10
- 11-20
- 21-30
- 31-40
- 40+
- This will be my first time exhibiting with the American Craft Council

How many years have you been in your practice?

Artist Bio for Promotion

In 600 characters or less, tell us your story, what you make, and how you make it. The goal of writing a bio is to provide people with a snapshot of who you are. This is important for a variety of reasons, whether it's telling your narrative or drawing people toward your work at the show and later website. If accepted into the show this bio will be used alongside images of your work in the [Artist by Event](#) listing on the [American Craft Council](#) website.

(Used 0 of 600 characters max)

Business Instagram Handle (example: @craftcouncil). If you do not have an Instagram account, please indicate here.

(Used 0 of 20 characters max)

Business Website. If you do not have a website, please indicate here.

(Used 0 of 20 characters max)

Note: The Statement of Technique is the written information that jurors will be able to view when reviewing your application. The “Artist Bio for Promotion” is not viewed by jurors, it is the text that would appear on our website if you are accepted into the show. This would be part of your listing on our virtual marketplace guide on the ACC website, along with your portfolio images and website.

How did you hear about this opportunity?

- Email from ACC
- ACC website
- From a friend/colleague/family member
- Instagram
- Facebook
- ZAPP
- Other

Which of the following best describes you? (You may select more than one)

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Pacific Islander
- White
- Middle Eastern or North African
- I prefer not to answer
- My race/ethnicity is not listed here

Please select your preferred pronouns from the list below.

Would you like to sign up for email updates from the American Craft Council?

TIP: Click the Save and Continue button often to save your progress and avoid losing your work.

The Application: Attaching Images

If you have already [uploaded images to your Portfolio](#), they will automatically appear in the box that says “Artwork Images”. It is possible that you will see old images there from previous applications, or no images if you have not previously uploaded any. In that case you will want to click on “Upload New Images” and follow the steps outlined [here](#). We require a total of 5 images for your application. We do not require or consider booth photos.

Once you have the current images uploaded, in the “Artwork Images” box, select the images you want to attach to the application. [Click here](#) to learn more about uploading and editing images and image descriptions.

As you select the images, you will see them appear in the “Selected Samples to Submit” box.

Selected Samples to Submit

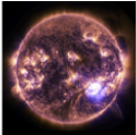


Photo by Pixabay on Pexels




Photo by Pixabay on Pexels

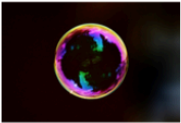


Photo by Pixabay on Pexels





Photo by Steve Johnson on Pexels (Copy)




✚ Change Image Order
Save & Preview

★ Booth Shot: Your last image will be your booth shot, unless the event does not require a booth image.

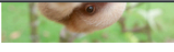
My Portfolio

Only images uploaded to your portfolio can be added to an application. To add a new image, click "Upload New Images." Click on an image to add it to your application. Your images will appear to jurors in the order you selected them. To update, click Change Image Order and rearrange your images.

📁 Upload New Images



Maria



Sloth 1 (Copy)



Photo by Public Domain Pictures on Pexels




Photo by Pixabay on Pexels

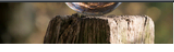


Photo by Pixabay on Pexels




Photo by Pixabay on Pexels





Photo by Pixabay on Pexels



Alkdj



Plane





Photo by Steve Johnson on Pexels (Copy)

Images will initially be in the order you selected them. Jurors will view your images in the order submitted. Click "Change Image Order" to drag and drop your images into the preferred order.


🔗 Requirements: Select 4 artwork images and 1 booth shot. 5 images total.

🕒 Image Submission History


Selected Samples to Submit



Glass




Photography



Painting

4



Booth 1
★ Booth Shot

✚ Change Image Order
Save & Preview

★ Booth Shot: Your last image will be your booth shot, unless the event does not require a booth image.

Finishing Your Application

Once you are satisfied with your selection, click the “Save and Preview” button at the bottom of the page to preview your application.

Application Preview

Application Status: Ready for submission

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

In ‘Preview as Juror’, you will be able to see your images as they will display to jurors. You can zoom in and out on images by scrolling or by using the bar at the top of the preview window.

After reviewing your application, if you need to make edits, click the “Edit Application” button. You will be unable to edit your application without permission from the administrator once you have completed checkout. To submit your application, click the green “Checkout” button and proceed to the ZAPP Shop to pay your application fee. Once you have paid your fee, your application will be listed as Received on the My ZAPApplications page.

Zapplication Checkout

Checkout Collapse All Expand All

1 Products

2 Update Quantities

3 Add Coupons

Item	Unit Price	Qty	Coupon	Total
American Craft Made/Baltimore 2024 presented by the American Craft Council App ID: 2553816		1		\$45.00
Application Fee	\$45.00	1		\$45.00

[Apply](#)

[Next Step](#)

4 Payment Information

5 Receipt

My Cart

American Craft Made/Baltimore 2024 presented by the American Craft Council
App #2553816
Application Fee
Quantity: 1 \$45.00

Cart Subtotal: \$45.00

Empty Cart

At checkout follow the steps to pay your application fee/s. If you have been given a promo code, enter it under the tab **#3 Add Coupons** in the box under “Coupon”.

Applying Multiple Times

If you would like to apply for multiple media, you will be required to submit an application for each separate media category. We will limit the number of applications to three per artist. If you submit an application with work that includes more than one media category we will ask that you resubmit. All jewelry images must all be submitted under Jewelry. For example, if you create glass vessels and glass jewelry, you must submit them with separate applications and images, as they will be scored by separate juries.

To submit another application click “Apply to More Shows” on the Application Preview page, select the show again from your My ZAPplications page and click the “Apply to Show” button. Fill out the application and checkout another application.

FAQ's

Q: When creating my portfolio do I need to upload a booth shot or other files?

- No, those items will not be considered during jurying

Q: Do I have to complete my application all at once, or will my information save?

- You do not need to complete your application all at once, you can save your progress and come back to it. Your application will be saved under the “Zapplications” tab when you sign into Zapplication. Click the Save and Continue button often to save your progress and avoid losing your work.

Q: Can I make changes to my application after I have submitted it?

- If you need to make changes to your application after it is submitted, please email shows@craftcouncil.org