

# The ZAPP® Process: From A-rtist to Z-apper

ZAPP®, also known as ZAPPlication®, is a one-stop, universal online application and adjudication system that allows artists to upload digital images of their artwork and apply electronically to participating art shows, festivals, and fairs. ZAPP® was developed with the art event as well as the individual artist in mind and with the advice of artists and art event directors. Through this collaborative process, the ZAPP® team created a system that is easy to use and efficient for both artists and event staff. ZAPP® features an intuitive design, exceptional functionality, outstanding customer service by a staff committed to the arts, and continual system improvement grounded in user feedback.

For artists new to the world of digital images and online applications, using ZAPP® for the first time might feel overwhelming. With the help of our online tutorials and technical support, the ZAPP® Team strives to make the transition as smooth as possible for you. This document is your guide to the ZAPP® system, from A to Z. You'll find step-by-step instructions on everything from registering a new account and preparing your images to applying to an event and managing your applications.

The ZAPP® Team relies on suggestions from users as we develop enhancements and improve system functionality. If you have a suggestion for improving the ZAPP® system, please share your thoughts with us by dropping us a line [contactZAPP@westaf.org](mailto:contactZAPP@westaf.org).

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## Step 1

### Create an Account

Like most online systems, the first step is to register for a new account. Registration is free and provides you with the opportunity to receive weekly e-mails and event mailings about upcoming events and important deadlines.

To register, go to <http://www.ZAPPLication.org>.

1. Click on the "New Users Register Here" button.
2. Click on the "Click Here" link.
3. Agree to our terms and conditions.
4. Fill out your profile information.

All items in **Green** print are required fields. Once registered, you can visit your profile to change your communication settings and other basic user information. Collaborators and teams can include partner information here as well. If at anytime your profile information should change, you may return to your profile to update it.

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## Step 2

### The ZAPP® Interface

Now that you've registered and created your profile, you have a username and password and can now access the full ZAPP® system. You can view upcoming events, deadlines, and begin completing application information as you prepare to apply to your first ZAPP® event online!

While we will address each of the following items in more detail later, there are three basic steps in the application process:

1. Prepare digital images of your work and upload them by clicking on the "Manage Images" tab and following instructions for upload.
2. From the "Apply to Shows" tab, browse the list of ZAPP® events, select one, and click "Apply to this Show" to begin an application.
3. While using ZAPP® is free, many events assess application and booth fees. Proceed to the ZAPP® Shop to pay for application fees and submit your application or pay for booth fees if you've been invited to participate in a show.

The navigation menu on the left-hand side of the screen displays the following buttons:

1. My ZAPPLications
2. My Profile
3. Participating Shows
4. Calendar of Events
5. Logout
6. Help

Clicking on the "My ZAPPLications" button allows you to manage all of your applications, whether you've applied to one or multiple events. From here you can:

1. Review an application
2. Check the status of each application you have submitted
3. Complete an application you have started
4. View payment history
5. Accept or decline an invitation to an event
6. Archive applications
7. View your archive folder

Clicking on the "My Profile" button takes you to your profile where you can:

1. Change your user name and password
2. Update your contact information
3. Choose to receive ZAPP® communication, e-mails, and notifications

Clicking on the "Participating Shows" button will list all of the events using the ZAPP® system for their application and adjudication processes.

Clicking on the "Calendar of Events" button allows you to view an interactive calendar of all upcoming events in the ZAPP® system.

Clicking on the "Help" button will take you to a comprehensive guide to the entire ZAPP® system. The ZAPP® Help section is also a thorough resource for digital imaging. You'll find answers to frequently asked questions, tutorials, instruction videos, and other helpful information. You will most likely find the answers to your questions in ZAPP® Help, but if you cannot find the information you're looking for, please send the ZAPP® Team an e-mail at [contactZAPP@westaf.org](mailto:contactZAPP@westaf.org).

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## Step 3

### Preparing Your Images

Before you can apply to an event, you will first need to prepare digital images of your work to the correct specifications and then upload them into the ZAPP® system. Image preparation may seem confusing at first, but it has an easier learning curve than you might think. To promote fair and equal representation, ZAPP® requires all images to be formatted to certain specifications so that everyone's work appears in the same size and format to juries. *(Please note: this section will not explain the process for photographing your artwork. If you would like tips on digital photography please refer to that section within ZAPP® Help.)*

There are two ways to format your images:

1. You can use your own photo editing software such as Photoshop. While some programs are free to use, others are not. Please see ZAPP® Help for more information about photo editing software.
2. Hire a professional photographer or digital imaging specialist to format your images for you. If time is of the essence and you would rather have your images formatted by a professional, this option can be quick and produce high-quality results. You can research and find your own digital imaging specialist or you may choose one from our list of resources: <http://www.zapplication.org/resources.phtml>. Most professional photographers have experience in digital imaging.

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## Step 4

### Uploading and Managing Images in the ZAPP® System

After you have formatted your images, the next step is to upload them into the ZAPP® system. All images must be properly formatted in order for them to successfully be loaded into the system. Uploading images is a simple process and can be done by clicking on the "Manage Images" tab after you've logged into ZAPP®. On the "Manage Images" page, you can upload your images, edit image information, and manage your image bank. ZAPP® allows you to upload a total of 40 images. Before we provide information about managing your images, let's first cover the process of uploading an image.

#### Uploading Images

To upload an image, click on the "Manage Images" tab, which will bring you to the page containing your image bank. Click on the "Click to Add Images" button. The next page displays the Image Upload Form. This form allows you to provide information about the work depicted in the image you are about to upload. All questions in **Green bold text** are required in order to complete a successful image upload. To complete this page:

1. Browse your computer to find the image you would like to upload by clicking the "Browse" button.
2. Enter in the title of the artwork.
3. If the image is a booth photo, select "Yes."
4. If the image is a photo of artwork, enter the medium of the work.
5. Enter the dimensions of the work, but do not enter the symbol for inches or feet into the answer. Instead, select "inches" or "feet" from the corresponding drop-down box.
6. Enter the price and artwork description.
7. Click the "Add Image" button at the bottom of the form to upload the file.

A small pop-up window will appear indicating that your image upload is in process. Once your image has uploaded successfully, the pop-up window will disappear and you will receive a confirmation message stating "Image successfully added!" From here you may continue adding images to your image bank.

Reminders:

1. Ensure your images are properly formatted. See ZAPP® Help for more information on image formatting instructions.
2. Complete all required information. Required information is in **Green bold print**.
3. Do not enter inch symbols ( " ) or the foot symbols ( ' ) in the dimensions field.

#### Managing your Images

Once you have uploaded your images, you can return to view your image bank at any

time by clicking on the "Manage Images" tab. From here, you may edit your image information, duplicate images, and remove images.

When you begin to apply to events, you will select images of your work to be included with your application. An image may have one of two statuses, "committed" and "uncommitted." An uncommitted image is an image that is not associated with an application. Uncommitted images can be modified or removed. Below the thumbnail image for each uncommitted image you will see links to modify, enlarge, remove, or duplicate the image. You will not see the same links beneath committed images.

Once an image is associated with an application, the image's status will be changed from "uncommitted" to "committed." When an image is committed, it is locked, which means that you cannot make modifications to it. You will be unable to modify this image until it is disassociated, or uncommitted, from all applications. Images are locked in order to ensure that event administrators will have a consistent image from receipt of application to the end of the jury process.

To uncommit an image, archive the application to which the image is attached (please refer to "Step 6, Managing Applications" for more information on this process). If you are unable to archive your application, it is most likely due to a setting that is controlled by the event administrator. Once the jury has been completed, the event administrator must activate the ability for artists to archive applications and uncommit their images. If this occurs, please contact the event to ask them to update this setting.

If an image is still committed, it is most likely because the image is associated with another application that you have submitted to another event. At this point you may wish to contact additional event administrators of other events to which you've applied using the committed image. Another option is to duplicate the image, change the duplicated image's information as needed, and resubmit your application with the new image attached.

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## **Step 5**

### **Find and Apply to Shows**

Now let's cover how to apply to an event. To view a complete list of events with open applications, click the "Apply to Shows" tab after you have logged on to the ZAPP® system. Events can be sorted by event name, start date, application deadline, and region. Clicking the black arrow located to the left of the event name will show you a short description of the event including the event name, dates, deadline, location, and event description. You can mark individual events as "favorites" on this list as well. To return to your favorites later, select the checkbox next to "Show Favorite Events Only" in the search information at the top of the listing page, then click the "Search" button. Your previously marked favorites will now appear in a list.

If you would like to view expanded information about the event or wish to apply to the event, you can click on the name of the event or the "View More Info" link. The event detail page will now display the prospectus with all information about the event, such as event policies and requirements.

On the event detail page, please note the following:

- The "Apply to This Show" link is located at the top right hand of the page along with the "Contact This Show" link.
- Clicking the event's logo will take you to the event's external website in a new window or new tab, depending on your browser settings.
- Event dates, deadline, and time remaining before the close of an application can be found under the event's logo.
- The "Requirements" section lists the number of images required by the event.
- The "Fees" section lists the event's fees, such as application and booth fees.

Please read the entire prospectus before you apply to an event. The prospectus contains information that will answer all of your event questions in most cases. If you have additional questions about the event, please contact the event administrator directly.

#### **Applying**

Once you are ready to apply to the event, click on the "Apply To This Show" link in the upper right-hand corner of the event detail page. You will see the event's terms and conditions to which you must agree to in order to proceed with the application. Be sure to read the terms and conditions for important information about the event's qualifications and policies. Once you click on the "Agree" button you will see the full application. All applications are divided into three different sections:

1. Application questions and narratives
2. Image selection

### 3. Image sort

Complete the application by selecting a medium category and answering the questions. All questions in **Green bold** text are required to be answered. Be sure to save your application often in case your Internet connection is lost, your user session expires, or you experience another situation in which data loss might occur.

Like most online systems, ZAPP® has a timeout feature in case a user leaves an application unattended or forgets to log out of the system. You will be prompted before a system timeout occurs, allowing you to continue working if you click "OK" in the timeout window. To save your application, click on either the "Save and Continue" button or the "Save Application" button. Saving your application will allow you to return to the application and finish it at any time. Once you complete the application form, the next step is to select the images you would like to submit with the application.

#### **Image Selection**

The image section at the bottom of the application will display thumbnails images of the contents of your current image bank. Choose the images you want by selecting the check box to the right of the corresponding thumbnail. To view detailed information as well as a larger version of the image, click on the thumbnail image itself. Each event requires a specific number of artwork images and, in nearly every case, a booth image. Select the correct number of images and click the "Save Application" button at the bottom of the page. If you have completed all of the required questions, you will now be taken to the "Image Sort" page; otherwise you will be prompted to complete any remaining items on the application.

#### **Image Sort**

On the "Image Sort" page you will set the sequence in which your images will be displayed to the jury. The rows on the site represent how many images the jury will view at once and in what order, beginning with the first row. If there are rows of three, the jury will view three images at a time. Choose your image order and click the "Select Image Order" button to save the image order for your application.

From here you have the option to:

1. Go back to the application to change your answers or images.
2. Preview your application.
3. Checkout and submit your application using the ZAPP® Shop. (*Please note: you are not obligated to complete the application process at this time, you may return later and checkout.*)

Congratulations on making it this far! Your application is now almost complete.

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## **Step 6**

### **Submitting an Application and using the ZAPP® Shop**

After you have completed your application and are ready to submit, the next step is to pay the application fee and submit your application. You may proceed to the ZAPP® Shop in multiple ways:

1. Click the "Checkout" button after you have sorted your images.
2. Select the "ZAPP® Shop" tab at the top of the page.
3. Click the "Checkout" link on the "My ZAPPLications" page.

#### **ZAPP® Shop**

On the ZAPP® Shop page, you'll find all available items related to your events. Add the desired products by clicking the "Add" link and then clicking the "Checkout" button at the bottom of the page. This will take you to your shopping cart.

#### **My Cart**

Clicking on "My Cart" will display items in your cart that are ready for purchase. If your event has provided you with a coupon code you may enter it in the coupon code box and click OK. When ready, confirm your total, select your payment method from the drop-down menu and click the highlighted payment type button. Although PayPal is the first option listed on the page, please note that there is a drop-down arrow next to the payment options on the right-hand side of your screen that allows you to pay by credit card or check. All events have the option to accept PayPal payments, credit cards, and checks; however, some events may not accept checks.

#### **Pay and Submit**

The final step in the ZAPP® Shop payment process allows you to enter your credit card information or write down the mailing address for the event, if paying by check. When you are finished, click the "Submit" button to submit your payment, application, and images to the event. You will receive an e-mail confirming your purchase. Please retain this e-mail for your records. Congratulations! You have successfully submitted an event application using the ZAPP® system.

#### **Making Changes after Submitting an Application**

Once you have submitted your application you can no longer make any changes to it. Should you wish to make changes to a submitted application, you will need to contact the event administrator to request that your application be moved into the "incomplete" status so that you can make changes and resubmit your application before the deadline. Please note that some events may have a policy whereby they do not allow artists to make changes to their applications after submission. As such, please be sure that everything in your application is correct before submitting--there is no guarantee that an event will allow you to make changes to your application once you have successfully submitted it.

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## Step 7

### Managing Applications and Understanding Statuses

#### Application Status

Once you begin applying to events, be sure to monitor your applications. The "My ZAPPlications" page, accessible from the left-hand navigation menu, provides a complete overview of all of your applications whether they have just been started, in jury, or are submitted. You will want to check this page regularly to view any new changes in application status. The status of an application is located under the "Status" column to the right of the event names.

An application will have a number of different statuses as it travels through the application cycle. Your application status informs you of where your application is in the process. If you have questions about your application status, please contact the event administrator for more information. Below is a listing of the various statuses in ZAPP® and what they indicate:

**Started** – Your application has been started but is not yet complete.

**Ready for Submission** – Your application is complete and ready to submit. The event has not received your application and cannot yet view your application. Please proceed to the ZAPP® Shop to submit your application.

**Awaiting Payment by Check** – The event has received your application but has not yet received your check payment. Please mail your check to the event.

**Received** – The application was successfully submitted and received by the event.

**Incomplete** – Your application was re-opened before the application deadline by the event administrator to allow you to modify your application. In this status, you can modify the application and re-submit *before the deadline* without incurring additional jury fees.

**Exception** – Your application was re-opened after the application deadline by the event administrator, in order to allow you to modify the application. The applicant must contact the event in order to re-submit the application and move it back into the "Received" status.

**Withdrawn** – You have withdrawn your application.

**Jury in Progress** – The jury has begun.

**Invited** – You have been invited to participate in the event. An "Accept/Decline" link will appear in your options column. Click this link to accept or decline your invitation.

**Not Invited** – You have not been invited to participate in the event. This status will allow the application to be archived.

**Accepted** – You have accepted the invitation to participate. Once you accept the invitation, please proceed to the checkout section to purchase your booth.

**Declined** – You have declined the invitation to participate. This status will allow the application to be archived.

**Confirmed** - You have purchased your booth and are confirmed to participate in the event.

**Waitlist** - You have been placed as a substitute exhibiting artist. Check this status regularly as you may be moved to the "Invited" status by the show administrator should an exhibiting artist slot become available.

### **Purchase History**

You may view your purchase history at any time by going to the "My ZAPplications" page and viewing the "Payments Made" column for your event. Click on the purchase to receive a copy of the receipt via e-mail.

### **Archiving Applications**

An application will be available for archiving after the jury results are released and the event administrator has allowed artists to archive. Archiving older applications will release the images associated with each older application. It will also keep your "My ZAPplications" page tidy.

To archive an application, go to the "My ZAPplications" page where you will see a list of your applications. Click on the "Archive" link next to each application you wish to archive. The system will ask you if you are sure you want to archive, click "yes." *Please note: be sure to complete all purchases associated with an event before archiving its application.*

If the event is missing the archive option, please contact your event administrator.

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## **About ZAPP®**

The ZAPP® system is owned by the Western States Arts Federation (WESTAF) and a partnership of eight art shows, and is managed by WESTAF. WESTAF is a non-profit regional arts service organization dedicated to the creative advancement and preservation of the arts. WESTAF fulfills its mission to strengthen the financial, organizational, and policy infrastructure of the arts in the West by engaging in arts-policy research and state arts agency development, developing innovative programs, providing a variety of services to the states, and supporting programming for artists and arts organizations. WESTAF's core territory includes the states of: Alaska, Arizona, California, Colorado, Hawai'i, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming. In addition to these states WESTAF conducts business in all but five states and in Canada. WESTAF is an experienced developer of technology systems that benefit the field of arts and culture. Additionally, WESTAF regularly convenes experts and leaders to address critical issues affecting arts and culture. Founded in 1974, WESTAF is the largest of six regional arts service organizations in the United States and is proud to have several artists on staff.

The administration of the ZAPP® system includes the voices of artists. The five-member ZAPP® Artist Advisory Committee advises enhancements and upgrades to the ZAPP® system while voicing issues that are important to artists in the field.

If you need additional information not included in this document, be sure to visit the ZAPP® Help pages or the ZAPP® Forum on ZAPPlication.org.