Creative Brief

Kendra Vertz

Website Name: Kendra Draws

Clients Info: (Me) Kendra Vertz, email: [kendradraw@gmail.com](mailto:kendradraw@gmail.com)

Etsy: <https://www.etsy.com/shop/KendraDraws>

Insta: <https://www.instagram.com/kendradraw/?hl=en>

Redbubble: <https://www.redbubble.com/people/kendradraw?asc=u>

YouTube: <https://www.youtube.com/channel/UC421ea4548hIZ1p1ioIZ19w>

Target Audience: People who like art and paintings or internet artists

Colors: Purple, cool tones, marble

Tone: Clean, cool, organized, concise

Goals: To advertise artwork and promote ways to buy it or to get in contact with the artist

Market Research: Pages to include– Home, Artwork, Store, Contact (Form and email address)

