HTML Email Mastery Course
Curriculum

Course Summary:

Section 1. Introduction to the Course
Section 2. Introduction to HTML Email
Section 3. HTML Crash Course
Section 4. CSS Crash Course
Section 5. HTML5 Template Project
Section 6. HTML Email Testing & Best Practices
Section 7. Email Design & Accessibility
Section 8. HTML Email Boilerplate
Section 9. Basic Email Template Practice Activity
Section 10. HTML Email Responsive Table Layouts
Section 11. HTML Email Elements & Features
Section 12. Building A Responsive HTML Email Template
Section 13. Real World HTML Email Template Test Project
Section 14. HTML5 Email Portfolio Website
Section 15. Course Bonuses

Course Introduction Promotional Video

Section 1. Introduction to the Course

1. Introduction to the Course
2. Course Curriculum Overview
3. Course Projects & Main Download Overview
4. Course Support & Recommendations

Section 2. Introduction to HTML Email

5. Introduction to HTML Email Development
    - HTML Email Development vs. Web Development
        - https://www.litmus.com/blog/the-tyranny-of-tables-why-web-and-email-design-are-so-different/
    - Can I Use vs. Can I Email
        - https://caniuse.com/
        - https://www.caniemail.com/
    - How Do We Design For All Email Clients At Once?
        - https://www.emailonacid.com/blog/article/email-development/email-development-best-practices-2/
        - https://www.emailonacid.com/blog/article/email-development/why-should-i-set-my-table-role-as-presentation/

6. Free Professional Photos & Image Hosting
    - https://www.pexels.com/ (free professional photos)
    - https://iconfinder.com (free icons)
    - Why Google Drive is a bad idea: https://support.google.com/drive/thread/34363118
    - https://ibb.co/ (free image hosting)
    - https://w3newbie.imgbb.com/ (course template images)
    - https://mailchimp.com (free image hosting)
    - https://github.com (free image hosting)
7. Email Clients & Email Preview Testing
8. Email Clients Market Share
    - http://emailclientmarketshare.com/
9. Mobile, Webmail, & Desktop Email Client Usage
    - https://www.litmus.com/blog/email-client-market-share-infographic/

Section 3. HTML Crash Course

10. Introduction to HTML
11. Creating An HTML Document
    - Visual Studio Code: https://code.visualstudio.com
12. Setting Up Your Text Editor with VS Code
    - Keyboard Shortcuts: https://code.visualstudio.com/docs/getstarted/keybindings
    - Emmet in VS Code: https://code.visualstudio.com/docs/editor/emmet
    - Emmet Cheat Sheet: https://docs.emmet.io/cheat-sheet/
    - My VS Code JSON Settings (advanced): https://w3newbie.com/resources/
    - Prettier Code Formatting: https://marketplace.visualstudio.com/items?itemName=esbenp.prettier-vscode
        - https://www.youtube.com/watch?v=h3PJjP0nE98
    - Check Code to Lessons with Code Diff: https://vscode.one/diff-vscode/
13. HTML Document Type
    - Language Codes: https://www.w3schools.com/tags/ref_language_codes.asp
    - UTF-8: https://www.fileformat.info/info/charset/UTF-8/list.htm
    - Compatibility: https://stackoverflow.com/questions/6771258/what-does-meta-http-equiv-x-ua-compatible-content-ie-edge-do
    - Viewport:https://developer.mozilla.org/en-US/docs/Web/HTML/Viewport_meta_tag
14. Paragraphs & HTML Comments
15. HTML Headings

- Heading Sizes: https://stackoverflow.com/questions/5410066/what-are-the-default-font-sizes-in-pixels-for-the-html-heading-tags-h1-h2/

16. HTML Text Formatting
    - Strong: https://developer.mozilla.org/en-US/docs/Web/HTML/Element/strong
    - Em: https://developer.mozilla.org/en-US/docs/Web/HTML/Element/em
    - Ins: https://developer.mozilla.org/en-US/docs/Web/HTML/Element/ins
17. HTML Links
18. HTML Images & File Paths
19. HTML Attributes
20. Unordered Lists
21. Ordered Lists
22. HTML Tables
23. HTML Forms - Introduction
    - GET vs POST: https://www.diffen.com/difference/GET-vs-POST-HTTP-Requests
24. HTML Forms - Elements
    - Form Elements: https://www.w3schools.com/html/html_form_elements.asp
    - For Attribute: https://stackoverflow.com/questions/12894169/what-is-the-html-for-attribute-in-label
25. HTML Forms - Input Types
26. HTML Forms - Example
27. Block & Inline Elements
    - Block & Inline Elements: https://www.w3schools.com/html/html_blocks.asp
28. HTML Classes & IDs
29. HTML Audio
30. HTML Video

Section 4. CSS Crash Course

31. Introduction to CSS
32. CSS Syntax
33. Inline, Internal & External CSS
34. CSS Comments
35. CSS Fonts
    - Web Safe Fonts: https://www.w3schools.com/cssref/css_websafe_fonts.asp
    - Google Fonts: https://fonts.google.com/
    - Typespiration: https://typespiration.com/

36. CSS Sizing
    - Font Sizes: https://developer.mozilla.org/en-US/docs/Web/CSS/font-size
37. CSS Colors
    - Color Names: https://www.w3.org/wiki/CSS/Properties/color/keywords
    - ColorZilla Chrome: https://www.colorzilla.com/
    - How Many Colors?: https://www.ncifm.com/how-many-colors-are-there-in-the-world/
    - HSL Colors: https://www.w3schools.com/css/css_colors_hsl.asp
    - Color Hex: https://www.color-hex.com/
    - Color Hexa: https://www.colorhexa.com/
    - Pexels: https://www.pexels.com/
    - Image Color Picker: https://imagecolorpicker.com/
38. CSS Backgrounds
    - Background Position: https://www.w3schools.com/cssref/pr_background-position.asp
39. CSS Borders
40. CSS Box Model
41. CSS Floats & Alignment
42. CSS Buttons
43. CSS Icons
    - Font Awesome: https://fontawesome.com/
    - Font Awesome CDN: https://cdnjs.com/libraries/font-awesome
44. CSS Media Queries
    - Bootstrap Breakpoint Example: https://getbootstrap.com/docs/5.0/layout/breakpoints/

Section 5. HTML5 Email Template Practice Activity

45. Document, Body & Background
46. Template Wrapper & Border
47. Header Logo & Banner Sections
48. Three Column Section Part 1
49. Three Column Section Part 2
50. Two Column Section
51. Footer Section HTML
52. Footer Section CSS

53. Responsive Media Query

Section 6. HTML Email Testing & Best Practices

54. Free Email Testing Services:
    - Litmus Putsmail: https://putsmail.com/ (100% free, send to own email)
    - Testi@: https://testi.at/ (2 free email clients, no trial expiration)
    - Email On Acid: https://www.emailonacid.com/ (7 days, limited trial, credit card req.)
    - Litmus: https://www.litmus.com/ (7 days, limited trial, credit card req.)
55. Paid Email Testing Services:
    - Litmus: https://www.litmus.com/pricing/ (best community)
        - Product Overview: https://help.litmus.com/article/123-litmus-demo
    - Email On Acid: https://www.emailonacid.com/pricing/ (best articles)
        - Product Overview: https://www.youtube.com/watch?v=lLYYnbcw7Nk
    - Testi@: https://testi.at/ (best pricing)
        - Documentation: https://testi.at/doc
    - Comparison: https://testi.at/emailtestingtoolscompare.html
    - Comparison: https://sourceforge.net/software/compare/Email-on-Acid-vs-Litmus-vs-Testi/
56. Introduction to ESPs, Spam, Deliverability, & Merge Tags

Section 7. HTML Email Sizing, Design, Accessibility & Tools

57. Email Template Sizing Best Practices
    - Email Template & File Sizing: https://mailtrap.io/blog/email-template-size/
    - Email Design Tips: https://www.constantcontact.com/blog/email-design-101/
    - Email Design Tips: https://blog.hubspot.com/marketing/email-design
58. Email Design Inspiration Resources
    - https://reallygoodemails.com/
    - https://www.bettr.email/
    - https://emaillove.com/
    - https://www.litmus.com/blog/best-places-for-email-inspiration-and-examples
59. Introduction to Email Accessibility
    - https://www.emailonacid.com/blog/article/email-development/email-accessibilty-in-2017/
    - https://accessibility.huit.harvard.edu/creating-accessible-emails
    - https://www.accessible-email.org/

- Accessibility Attributes: role="presentation" & aria-hidden="true"

60. HTML Email Code Fixing Resources
    - Code Compare in VS Code: https://www.meziantou.net/comparing-files-using-visual-studio-code.htm
    - https://www.htmlemailcheck.com/check/ (find code errors)
    - Code Compare: https://onlinetextcompare.com/html
    - Customization Questions: https://stackoverflow.com/

Section 8. HTML Email Boilerplate

61. Boilerplate Introduction & Why We Use Tables In Email
62. HTML Email Document Type & Meta Tags
    - https://www.goodemailcode.com/email-code/template (best & up to date)
    - https://github.com/seanpowell/Email-Boilerplate (out of date, but lots of info)
63. CSS Resets for Email Clients
    - https://github.com/JayOram/email-css-resets (additional CSS considerations)
64. HTML Email Media Queries
    - Compatibility: https://www.caniemail.com/features/css-at-media/
65. MSO Conditional Statements for Outlook in Windows
    - https://stackoverflow.design/email/base/mso/
66. Email Template Body & Background Color
67. HTML Email Preheader Text
    - 30-80 characters, some devices show 190+, depending on where email's opened.
    - Additional Info: https://mailchimp.com/resources/email-preheader/
    - Preheader Text Hack: https://www.litmus.com/blog/the-little-known-preview-text-hack-you-may-want-to-use-in-every-email
68. HTML Email Template Table Setup
69. Dark Mode CSS for HTML Email with @Media & Data-OGSC
    - https://www.litmus.com/blog/the-ultimate-guide-to-dark-mode-for-email-marketers/#chart (best dark mode guide)
    - https://www.caniemail.com/features/css-at-media-prefers-color-scheme/
    - Extension for chrome, or search yourself: https://chrome.google.com/webstore/detail/dark-mode-dark-reader-for/pjbgfifennfhnbkhoidkdchbflppjncb?hl=en)
    - https://www.hteumeuleu.com/2021/emails-react-outlook-com-dark-mode/ (Outlook dark mode [data-ogsc] for additional but limited support)
70. CSS Blend Modes for Dark Mode in Gmail
    - https://www.hteumeuleu.com/2021/fixing-gmail-dark-mode-css-blend-modes/

- https://litmus.com/community/snippets/267-override-dark-mode-background-colors-annett-forcier

Section 9. Basic Email Template Practice Activity

71. Practice Activity Introduction - Password Reset Transactional Email
72. Email Template Border & Logo Section
73. Email Template Banner Image
74. Email Template Heading, Text & Button
75. Email Template Footer Section
76. Testing the Practice Activity Template

Section 10. HTML Email Responsive Table Layouts

77. Email Template Layout Types & Intro to Responsive HTML Email Columns
    - https://www.litmus.com/blog/understanding-responsive-and-hybrid-email-design/
    - https://chamaileon.io/resources/what-do-scalable-fluid-responsive-and-hybrid-email-design-mean/
    - https://www.emailonacid.com/blog/article/email-development/designing_html_emails_for_mobile_devices/
78. Two Column HTML Email Layout
79. Emails Columns Reverse Direction & Vertical Alignment
80. Fluid & Hybrid Columns with Responsive Full Width
81. MSO Conditional Statements for Responsive Tables in Outlook (Ghost Tables)
    - https://stackoverflow.design/email/base/mso/
    - https://www.emailonacid.com/blog/article/email-development/conditional-css-code/
82. MSO Outlook Statements Reversed with Responsive Columns
83. Showing & Hiding Outlook Content with MSO
    - Hide & Show Content on certain clients
    - https://litmus.com/community/discussions/915-serving-different-images-based-on-email-client-possible
84. Fluid/Hybrid Responsive Columns with MSO & Content Rows - *Preferred*
85. One & Two Thirds Columns & Additional Column Examples

Section 11. HTML Email Elements & Features

86. Section Intro & Spacing in HTML Email
    - https://www.emailonacid.com/blog/article/email-development/spacing-techniques-in-html-email/
87. Headings, Paragraphs, Links & Font Support

- https://fonts.google.com/
- https://medium.com/@danielneubert/fonts-and-font-weights-in-emails-444528132b34
- https://www.litmus.com/blog/the-ultimate-guide-to-web-fonts/
- https://www.emailonacid.com/blog/article/email-development/best-font-for-email-everything-you-need-to-know-about-email-safe-fonts/
- https://www.emailonacid.com/blog/article/email-development/web-fonts-google-fonts/
- https://www.emailonacid.com/blog/article/email-development/stop_gmail_from_wrapping_your_phone_number_into_text_links/
- Blue Links: https://www.litmus.com/blog/how-to-remove-blue-links-in-html-emails
- “” for unwanted Windows links: https://litmus.com/community/discussions/4614-blue-underlined-links-for-addresses-in-windows-10-mail

88. Color, Shadow & Border Radius
    - https://www.litmus.com/blog/background-colors-html-email/

89. Vector Markup Language (VML) Overview
    - https://learn.microsoft.com/en-us/windows/win32/VML/
    - https://www.emailonacid.com/blog/article/email-development/emailology_vector_markup_language_and_backgrounds/
    - https://www.hteumeuleu.com/2021/background-properties-in-vml/

90. Buttons in HTML Email
    - Button Methods: https://www.activecampaign.com/blog/email-buttons

91. Background & Hero Images in HTML Email
    - https://www.emailonacid.com/blog/article/email-development/html-background-images-in-email/
    - HSL Color Picker (for gray shades): https://hslpicker.com/

92. Additional Considerations: Gradients, Checkbox Hack, Animations & SVG Examples
    - VML Gradients: https://learn.microsoft.com/en-us/windows/win32/vml/msdn-online-vml-colors-attribute
    - Gradients Article: https://www.emailonacid.com/blog/article/email-development/coding-html-background-colors/
    - Scalable Vector Graphics: https://css-tricks.com/a-guide-on-svg-support-in-email/
    - SVG: https://www.softr.io/tools/svg-shape-generator
    - CSS Animations: https://www.emailonacid.com/blog/article/email-development/css-animations/
    - Base 64 Images: https://www.caniemail.com/features/image-base64/
        - https://elmah.io/tools/base64-image-encoder/

- Checkbox Hack: https://codepen.io/juliankern/pen/xpWqZw
- Checkbox Nav Example (non email): https://codepen.io/daviddarnes/pen/abVaGG
- Image Gallery: https://www.emailonacid.com/blog/article/email-development/tutorial-implementing-navigation-in-image-carousels-for-email/

Section 12. Building A Responsive HTML Email Template

93. Main Course Project Introduction
94. Social Media Icons Email Header
95. Logo Section
96. Banner Hero Image Section
97. Two Column Section Part 1: Column Setup
98. Two Column Section Part 2: Column Content
99. Two Column Section Part 3: Responsive CSS
100. Two Thirds Column Part 1: Section Content
101. Two Thirds Column Part 2: CSS Blend Mode & Responsive Styling
102. Three Column Section
103. Four Column Section
104. Footer Section
105. Dark Mode Styling
106. VML GIF Background Image for Outlook
107. VML Images for Windows Outlook
108. VML Buttons for Windows Outlook
109. Corrections, Final Preview Tests & Updates

Section 13. Real World Email Template Test Project

110. Kasha Decor Template Test Project Instructions
111. Test Project FAQ & Code Reviews

Section 14. HTML Email Portfolio Website & Email Signature

112. Email Portfolio Website & HTML Email Signature Introduction
113. Customize the Portfolio Website Template
114. Customize the HTML Email Signature
115. Put Website Online with Web Hosting
    - Bluehost Website Hosting - https://w3newbie.com/bluehost/
116. Create Website Email Address & Add to Gmail

117. Add Email Signature & Website Email Photo to Gmail

Section 15. BONUSES:

118.HTML Email Templates & Icons Bonuses