



UNIT 11: TABLES AND EMAILS

Review Guide

DIFFERENCES BETWEEN HTML FOR EMAIL AND HTML FOR THE WEB

1. HTML Email is viewed through an email client and not a web browser.
2. HTML Email must be sent from a server or email marketing software.
3. HTML Email uses only inline styles.
4. You cannot do any scripting or complex CSS transitions with HTML Email.

HTML EMAIL TIPS

- » Avoid using <div>, floats, or HTML5 elements.
- » Use <table> for layout instead.
- » CSS should be CSS2: simple, inline, and sparse.
- » Images must have absolute addresses.
- » Simple responsivity can be added for mobile devices.

TABLES & EMAILS

Understanding tables is essential for layout in HTML Emails. We use <table> for columns and spacing of content. Whenever possible, we use HTML attributes for tables over CSS. Some of the main attributes are: border, cellpadding (the HTML attribute equivalent of box-model padding), and cellspacing (the HTML attribute equivalent of box-model margin).

Table Tags

- » <table>: has a similar functionality to and — it is just a wrapper that holds the OTHER elements of the table
- » <tr>: Table Row
- » <th>: Table Heading (column)
- » <td>: Table Data Cell

IMAGES IN HTML EMAILS

- » Images must be linked-to via an absolute address.
Translation: Images in your emails must be

hosted somewhere on the Internet. They cannot be “attached” to an email when you send it.

- » Images must always have a Title and Alt attribute.
Translation: Think about how many times you’ve opened an email to see a bunch of empty space and some plain text written with a prompt from your Email Client to “Show Images” (or similar messaging). If you don’t include Alt and Title values for your images, your users may not see the information you want them to.

CSS IN HTML EMAILS

All CSS used in HTML emails must be inline. This means adding a style attribute to each and every tag you want to alter from its default state. You will also need to introduce some tags to add style to text components that otherwise are not referenced.

Generally speaking, Colors, Height / Width, Border, Padding, and Typography (font, text-decoration, text-transform, line-height, etc.) are safe to use in HTML emails.

Note: There are unfortunately only a small number of fonts that will render in emails. If you want to include more sophisticated fonts (such as a logo or wordart), build the text in design software and then export as an image file.

Mailchimp provides a list of email-safe fonts here:

<http://templates.mailchimp.com/design/typography/>

For a full breakdown of CSS support for popular mobile, web, and desktop email clients, check out this fantastic guide from Campaign Monitor:

<https://www.campaignmonitor.com/css/>

RESPONSIVE IN HTML EMAILS

Responsive design is all about the ability to use media queries to detect a browser’s size and to deliver contextual CSS based on that size.

For emails, this means creating messages that can be viewed across devices, be it a desktop mail application or a mobile device.

To create a responsive email, include the <head> tag.



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By doing so, we can add a `<style>` tag to the `<head>` and perform a media query.

As an example, here's what the code for targeting devices under 480px looks like:

```
<style type="text/css">

@media only screen and (max-device-width: 480px) {

}

</style>
```

QUESTIONS TO ASK YOUR MENTOR

1. Can you apply a “Mobile First” approach to emails?
2. What are some tips and tricks when using table layouts to design emails?
3. How can I test to make sure my emails will deliver and render correctly?
4. What's the advantage of coding the email from scratch vs. using a pre-made email template?
5. How does user experience inform the design of emails?