

HTML Email Course Curriculum

Course Introduction Promotional Video

Section 1. Introduction to the Course

1. Introduction to the Course
2. Course Project Details & Bonuses (main download)

Section 2. Course Guidelines, Resources & Text Editor

3. Course Curriculum
4. Course Support & Code Fixing Guild
 - <https://putsmail.com/> (send tests to yourself)
 - <https://www.htmlemailcheck.com/check/> (find code errors)
 - <https://www.emailonacid.com/pricing/> (best pricing)
 - <https://www.litmus.com/pricing/> (best community)
5. Text Editor: Introduction to Visual Studio Code
 - <https://code.visualstudio.com/>
 - <https://w3newbie.com/resources/>
6. Free Professional Photos & Email Image Hosting
 - <https://w3newbie.imgbb.com/> (course template images)
 - <https://ibb.co/> (free image hosting)
 - <https://www.pexels.com/> (free professional photos)
 - <https://w3newbie.com/get-response/> (ESP direct link)
 - <https://w3newbie.com/bluehost/> (web hosting account)
 - Why Google Drive is a bad idea: <https://support.google.com/drive/thread/34363118>

Section 3. Introduction to HTML Email

7. 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/>
 - 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/>

- GIFs, Video, & Dark Mode in HTML Email
 - <https://www.litmus.com/blog/a-guide-to-animated-gifs-in-email/>
 - <https://ezgif.com/maker>
 - <https://www.emailonacid.com/blog/article/email-development/a-how-to-guide-to-embedding-html5-video-in-email/>
 - <https://uplandsoftware.com/email-marketing/resources/blog/dark-mode-email-marketing/>

8. Email Clients & Email Preview Testing

9. Email Clients Market Share

- <http://emailclientmarketshare.com/>

10. Mobile, Webmail, & Desktop Email Client Usage

- <https://www.litmus.com/blog/infographic-the-2019-email-client-market-share/>

11. HTML Tables Practice Activity

Section 4. Building A Responsive HTML Email Template

12. HTML Email Document Type & Meta Tags

13. HTML Email Body & Outlook Conditional Statement

- [https://docs.microsoft.com/en-us/previous-versions/windows/internet-explorer/ie-developer/compatibility/ms537512\(v=vs.85\)](https://docs.microsoft.com/en-us/previous-versions/windows/internet-explorer/ie-developer/compatibility/ms537512(v=vs.85))
- <https://stackoverflow.design/email/base/mso/>

14. Centering the HTML Email Template

15. Preheader HTML Email Text

- <https://putsmail.com/>

16. Main HTML Email Table & Outlook Statement

- <https://www.emailonacid.com/blog/article/email-development/why-should-i-set-my-table-role-as-presentation/>

17. Social Media Icons Email Header

18. Logo Section

19. GIF Background Image Part 1

- <https://docs.microsoft.com/en-us/windows/win32/vml/web-workshop---specs---standards---introduction-to-vector-markup-language--vml->

20. GIF Background Image Part 2

21. GIF Background Image Part 3

22. Two Column Section Part 1

23. Two Column Section Part 2

- 24. Two Column Section Part 3
- 25. Preparing Multi-Column Table Layouts
- 26. Two Thirds Column Section Content
- 27. Three Column Section Content
- 28. Four Column Section Content
- 29. Green Border Above Footer Section
- 30. Footer Section
- 31. CSS Media Queries
- 32. Dark Mode Styling & Email Client Tests

Section 6. BONUSES:

- 33. HTML Email Templates & Icons Bonuses
 - <https://www.flaticon.com/packs/> (more free icons)