Today

- Review
- Email Frameworks
- BEM Syntax

CSS Framework

- Creates a layout system for you
- Gives you classes that do things to apply to your html

Smart Defaults

- Quick to prototype with
- Marketplace for plug and play
- Handle a vast array of browsers well
- Have made design decisions for you

Which one?

What are you doing with it?

Philosophy

Design patterns? Tech patterns? Rems? Grids?

SASS

(And other CSS Preprocessors)

- ~~Variables~~
- Nesting (not for long)
- Inheritance (uh-oh)
- Functions
- Calculating things (width: 600px / 960px * 100%)

Let's make a grid

Example!

Today

- ~~Review~~
- Email Frameworks
- BEM Syntax

Email. Is. Different.

Implementing responsive email design can be a bit of a drag

2 Types: HTML and TXT

One is plain text and one can have formatting and pictures.

2 Main Client Types: Desktop and Web

Thunderbird vs gmail.com

HTML for emails

Not the same as web HTML

Web based HTML for emails

Your HTML is rendered inside someone else's HTML

Clients Preprocess

Strip anything potential harmful for the mail client to render

Result

Most people default to a limited set of HTML when writing emails

Safe to Use

- HTML Tables
- Width 600px
- Inline CSS
- Web safe fonts

Maybe?

- Background Images
- Custom Fonts
- Embedded Fonts
- Wide layouts

Nope.

- Iframe
- Audio
- Video
- Forms

Clients * OSs * Devices * Browsers!

90+ Unique Email Clients

caniuse.com (for email)

Let's look at a single property

display: ????

Grid in webmail clients

Pushing in the right direction

You can buy help

Live previews from Litmus

Use Simple Boilerplates

Three generic styles

Use Frameworks

Zurb Inky

Don't expect perfection

See note at bottom of page

Lesson?

CSS rules are not well encapsulated

Shadow DOM Soon

BEM

Block Element Modifier

It's a naming convention

It's a design methodology

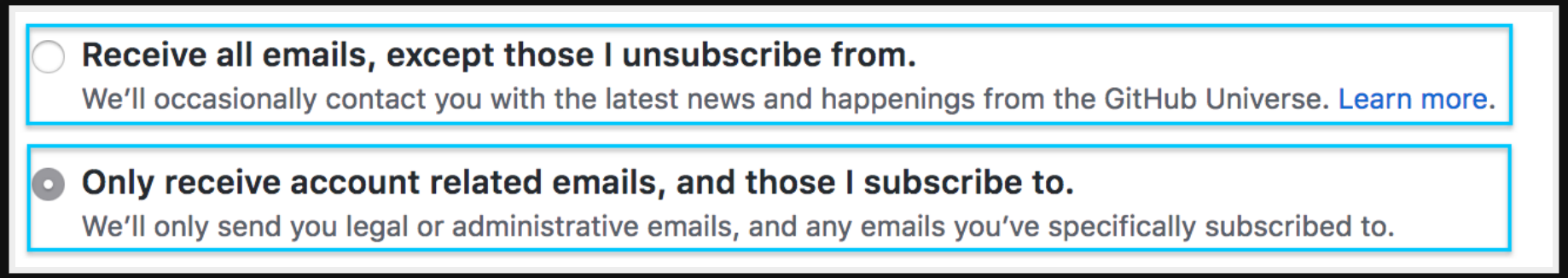
Goals

- Simplicity
- Reusability
- Sharability

What's it made of?

Blocks

Can I draw a line around it?


Receive all emails, except those I unsubscribe from.
We'll occasionally contact you with the latest news and happenings from the GitHub Universe. Learn more.
Only receive account related emails, and those I subscribe to.
We'll only send you legal or administrative emails, and any emails you've specifically subscribed to.

Element

Inside the standalone

Can it exist in another block? Then it's a block.

Modifier

State/look of block or element

-- and __

CSS Syntax Helps us see B__E--M

```
.block {}
.block__element {}
.block--modifier {}
```

Mid -- 'M' odifier

```
.person {}
.person__hand {}
.person--female {}
.person--female__hand {}
.person__hand--left {}
```

Can look at CSS to see HTML dependencies

.person__hand vs .hand

Is there a .hand elsewhere?

```
<a class="btn btn--big btn--orange" href="">
  <span class="btn__price">$9.99</span>

  <span class="btn__text">Subscribe</span>
</a>
```

What's Happening?

Two things.

Separate Structure from Cosmetics

Block styles and modifier styles

```
.btn {
  display: inline-block;
  padding: 1em 2em;
  vertical-align: middle;
}


.btn--success {
  background-color: green;
  color: white;
}
```

Allow Styles to be Composed

```
<a class="btn btn--big btn--orange" href="">
```

SRP + DRY

Flatten the Specificity Hierarchy

.one .two vs .one--two

Raise specificity while maintaining portability

CSS Extras

[id="hack"] { }

ID as Attribute

writing-mode: vertical-rl

No class the 9th

Sarah Intro to JS on the 11th

No Graded HW Next