



HTML5 Newsletters | Course Overview

COURSE DESCRIPTION

Need to know how to design and produce email marketing campaigns that will work across a wide range of devices? We can teach you how to design and build HTML emails that will display properly on desktop, webmail and mobile clients.

WHAT YOU WILL LEARN

- the importance of responsive HTML email design (since nowadays nearly 50% of email is opened on mobile devices)
- techniques for crafting email newsletters that will display properly in a wide range of desktop and browser-based email clients
- methods that significantly reduce the possibility of your email newsletters being rejected by spam filters

By the end of the course, you will be able to take your existing HTML & CSS skills and use them to build well designed, effective and compatible HTML emails.



PREREQUISITE AND WHO SHOULD ATTEND

Knowledge of HTML & CSS is required to attend this course – and completing the 1 day HTML & Web Principles class will meet this requirement. This course is for web designers, marketing professionals or anyone responsible for creating their own email newsletters and who wish to design and build effective HTML emails for their organisations.

~~\$540~~ **\$450** (+GST)
1 DAY | 9-4:30PM

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*Conditions apply

Premium training for visual communication

Providing quality training since 1989 to the publishing, design, marketing, print and web industries. Join us in Sydney, Brisbane, Canberra & Melbourne.



Course outline

SETTING UP

- Choosing a document type.
- Setting default HTML and CSS properties for consistent display.
- Essential fixes for specific email clients.
- Avoiding unwanted resizing on mobiles.
- Disabling phone number links on IOS devices.

FLUID TABLE LAYOUTS

- Building a single column table layout.
- Allowing tables and table content to resize.

STYLING TABLES

- Alignment.
- Interior and exterior spacing.
- Background colours.
- Borders.

CSS

- Writing an embedded stylesheet.
- Writing classes.
- Using Attribute selectors.
- Overriding existing attributes and inline styles.

- Writing CSS3 Media Queries - strategies for mobile, tablet and desktop design.

- Using a CSS Inliner to create inline styles from embedded stylesheets.

- Changing font size for mobiles.

- Specifying line-height and other type properties.

MORE COMPLEX RESPONSIVE TECHNIQUES

- Converting 2-column and 3-column table layouts to a single column.

- Getting multi-column tables to display vertically instead of horizontally.

- Hiding unwanted elements for mobile display.

- Displaying elements for mobile only.

WORKING WITH IMAGES

- Selecting the right image format.

- Getting images to resize based on device width.

ADDITIONS AND ENHANCEMENTS

- Creating Call to Action buttons.

- Adding CSS3 shadows, rounded corners and gradients.

- Downloadable Web fonts.

"This was a
great intro
course, a huge
benefit!"

Cliff, Admin Executive