

.web101

Web Design for Everyone

Justin Munn

HTML Emails

Old Techniques in a Modern Landscape

Why Bother?

Branding

RETROSPECTIVE

 A BOOK APART


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We've just posted the latest (and final for the year) [roundup of our favorite things](#). At the top of that list: YOU! Thank you for your support; we wish you a happy holiday season and a bright new year.

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A Book Apart makes brief books for people who make websites.

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Surfaces the key runtime attributes of your application, in a compelling view that's easily understood.

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Take advantage of native HipHop VM support for modern, robust, and speedy PHP apps.

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Seamlessly push code to Heroku without worrying about ssh configuration or firewall issues.

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You can enable new dynos to receive traffic before the old dynos are terminated, which can contribute to zero downtime deployments.

Postgres

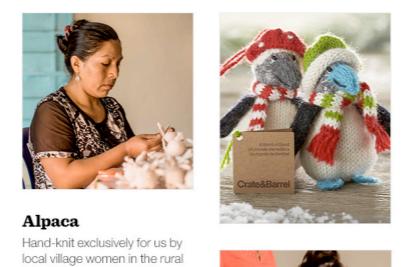

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Around the World
Our papier-mâché ornaments are handcarved and hand-painted exclusively for us by artisans in the Kashmir region of India. Our support of this project helps to fund Florence Hospital, Kashmir's leading medical center providing health care to thousands.


Alpaca
Hand-knit exclusively for us by local village women in the rural Lake Titicaca region of Peru. In collaboration with a fair-trade group, crafters are empowered to earn a sustainable income to provide their families with food, shelter and healthcare.



SVG Basics is in the Library.
Join Nick Pettit as he teaches about Scalable Vector Graphics (SVG), why to use them on the web and when.



Project Summary
Scalable Vector Graphics (SVG) is an XML markup language for creating two-dimensional images using vectors. This is different from traditional raster-based image formats that use pixels, like JPEG and PNG. When used on web pages, SVG images provide an infinite level of detail, so they look sharp regardless of screen size or pixel density. In this course, we'll look at situations where SVGs are better than PNG and JPEG files, as well as when an SVG might not be the best choice. Finally, we'll learn how to modify SVGs using CSS.


Introduction to SVG
3 videos, 2 quizzes, 1 Code Challenge
SVG (Scalable Vector Graphics) is an XML markup language that is capable of creating images using vectors. This is different from raster-based file formats like JPEG and PNG.


SVG and CSS
2 videos, 1 quiz, 1 Code Challenge
SVG is an XML based language, and they can be embedded directly into HTML. This means their presentation can be adjusted with CSS, which allows SVGs to respond appropriately to different screen sizes.

Ready to start learning? We'd be thrilled if you took [this course](#) and let us know what you thought. Happy learning!

[Get Started](#)

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We are excited to finally re...
the upcoming edition of [Web101](#) presented by [Everyone](#) presented by [Everyone](#)

What is Web101?
Web101 is a 6 month, bi-weekly program that covers the principles of web design from conception to deployment. Other **Tuesday at 6:30pm** beginning in June, we will be bringing in a triangle area expert to teach us about a specific area of web design. The curriculum includes:

Strategy · Content · UX · Design · Development · Deployment

In addition to the speakers, there will be time at the end of each class to ask questions and interact with local web gurus which will culminate in the creation of our own website from scratch!

Where to Find Us
Capstrat, Inc.
1201 Edwards Mill Road, Fourth Floor
Raleigh, NC 27607

Speaker Schedule

Date	Speaker	Topic
Aug. 26th 6:30-9pm	Matthew Kelly	Strategy: Design
Sept. 9th 6:30-9pm	Michael Gowan	Content: Writing
Sept. 23rd 6:30-9pm	Workshop Continues	Development, Deployment

Performance

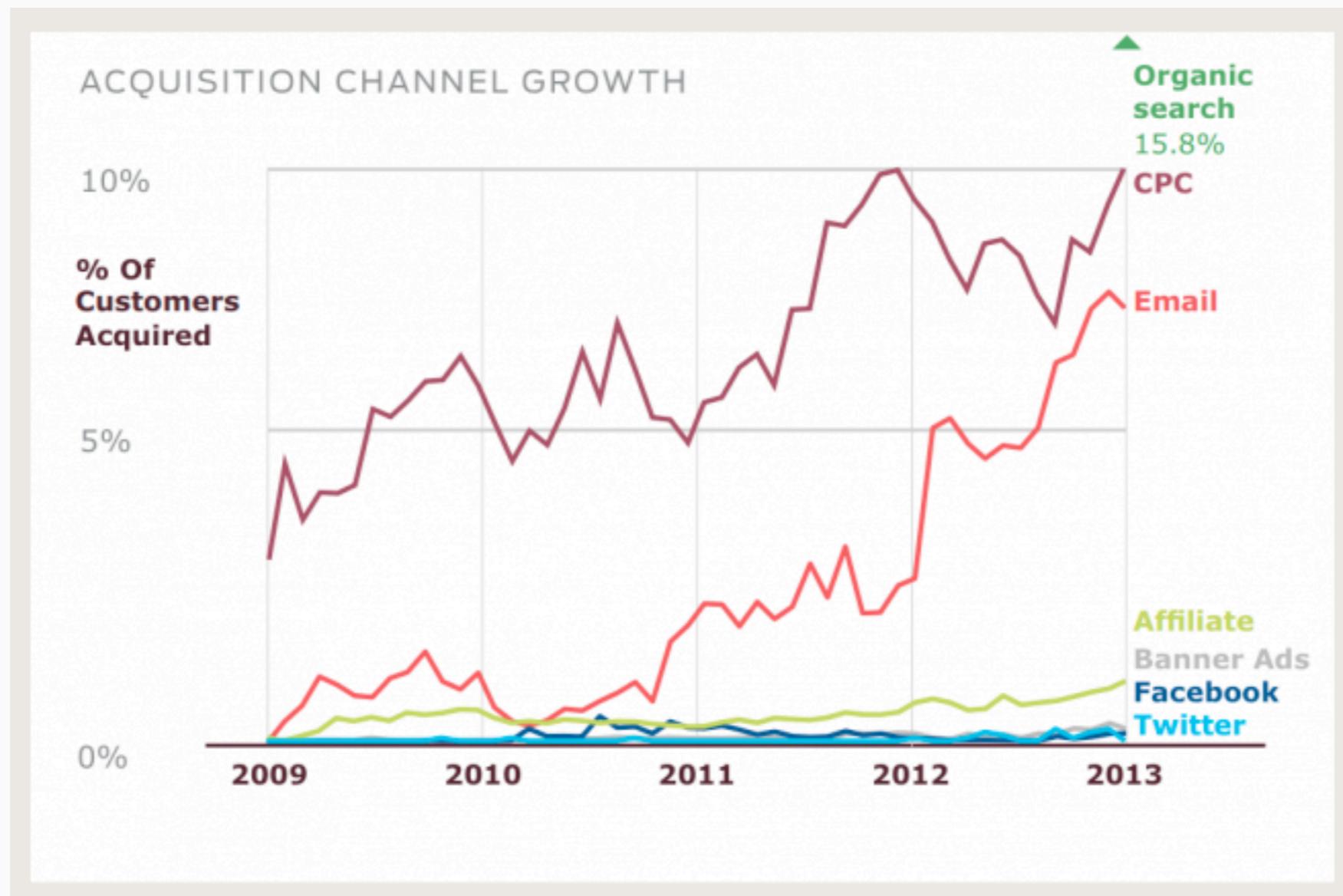


Image: Custora

Source: <http://www.wired.com/2013/07/email-crushing-twitter-facebook/>

Tracking & Testing



VS



State of Email

Spoiler: It stinks

Email Clients



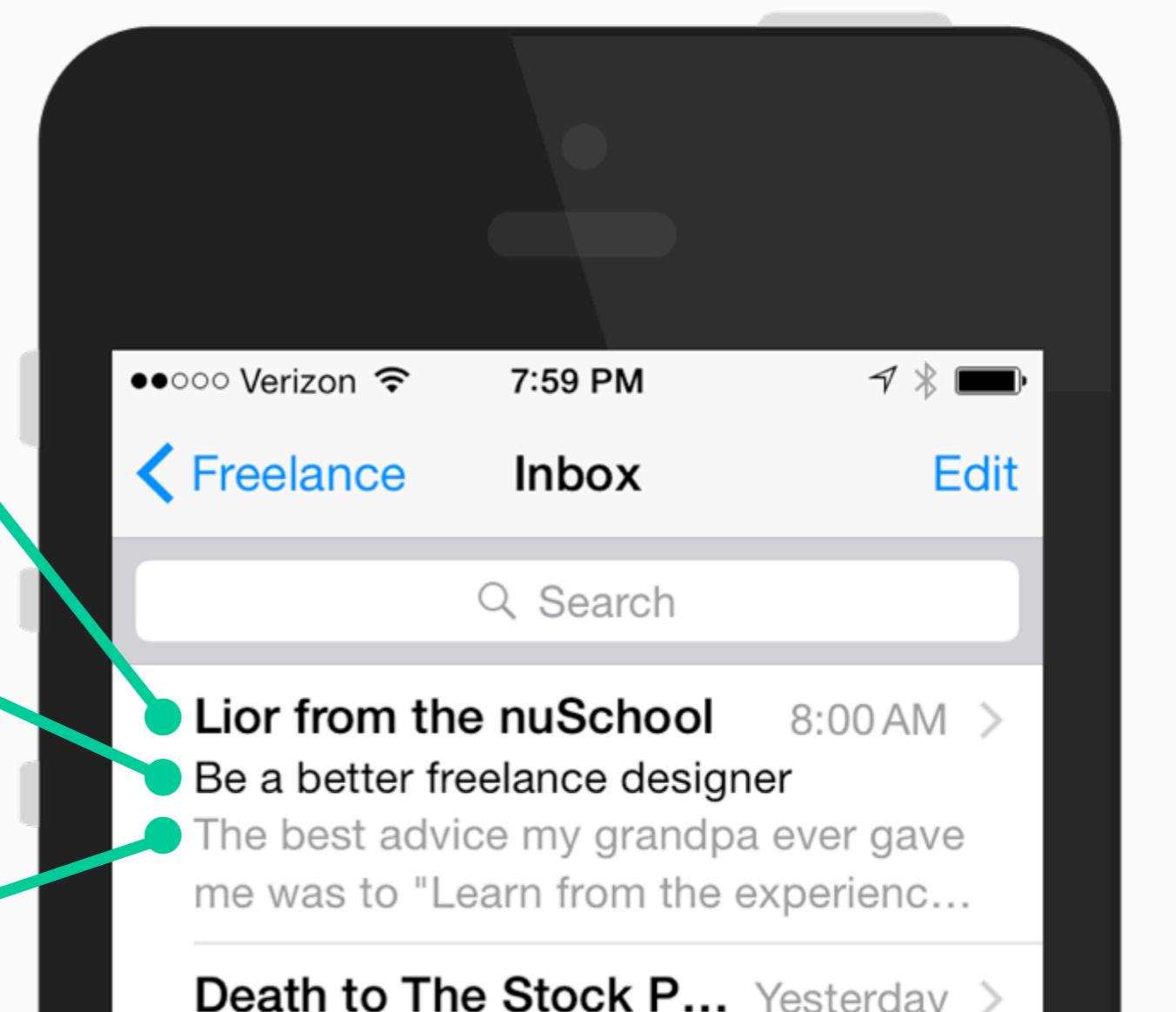
Support Landscape

- No Standards
- No Javascript
- HTML Attributes
- Inline Styles
- Hack-tastic



Email Hierarchy

From
↓
Subject
↓
Preheader



```
<body bgcolor="#333333">  
  <span style="display: none; color: #333333;">PreHeader Text</span>
```



Coding
Like
It's
1999

Email Structure

Doctype

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"  
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">  
<html xmlns="http://www.w3.org/1999/xhtml">
```

No External Stylesheets

either

```
<td style="color:#00cc99;">Hello World.</td>
```

or

```
<style>  
    td { color:#00cc00; }  
</style>
```

Inline Styles & HTML Attributes

- Avoid Shorthand CSS
- Avoid <h1><h2>... Use <div>
- Use HTML Attributes

```
<td align="left" width="100%" bgcolor="#ffffff" valign="center" style="padding-left: 30px; padding-right: 30px; font-size: 20px; line-height: 1.5; font-family: 'Lora', Georgia, serif; color: #00070b;">
  <div id="headline" style="font-size: 42px; line-height: 1; font-weight: bold; font-family: Tahoma, Helvetica, Arial, sans-serif; color: #00cc99; padding-bottom: 5px;">Headline Text!</div>
  Tex Content with a <a href="http://example.com" style="text-decoration: none; font-family: 'Lora', Georgia, serif; color: #00cc99;">styled link</a>.
</td>
```

Table Layout

```
<table>
  <tr>
    <td> </td> <td> </td>
  </tr>

  <tr>
    <td> </td> <td> </td>
  </tr>
</table>
```

Table Layout

```
<table bgcolor="#b7bdbb" width="100%" cellpadding="10" cellspacing="0" border="0">
  <tr>
    <!-- Inner table cell centers your content -->
    <td width="100%" align="center">
      <!-- Begin Email Content Wrapper -->
      <table id="container" bgcolor="#ffffff" width="600" cellpadding="0"
             cellspacing="0" border="0" style="max-width:600px;">
        <tr>
          <td align="center" width="100%">
            [ Content ]
          </td>
        </tr>
      </table>
    </td>
  </tr>
</table>
```

On Images

Plus, check out new arrivals

[View on a web browser.](#)

JCrew Factory

Women Men Girls Boys Clearance

JCrew.com

JCrew.com JCrew.com JCrew.com JCrew.com

JCrew.com

This image shows a placeholder or broken image for a website page. The page content is visible as a grid of boxes, but the actual visual elements are missing. The visible text includes 'Plus, check out new arrivals', 'View on a web browser.', 'JCrew Factory', 'Women Men Girls Boys Clearance', 'JCrew.com', 'JCrew.com JCcrew.com JCcrew.com JCcrew.com', and 'JCrew.com'.

Get \$25 when you invite a friend to join The Clymb! [Invite Now >](#)

[View Online](#)

The Clymb

MENS WOMENS ADVENTURES STORIES

Cycle Your Own Tour De France Cycle Your Own Tour De France Cycle Your Own Tour De France

MEN'S WOMEN'S

Performance Footwear

[SHOP MEN'S ECCO ▾](#)

Old-school designs meet modern performance.

Performance Footwear

[SHOP WOMEN'S ECCO ▾](#)

Highly evolved Scandinavian performance shoes.

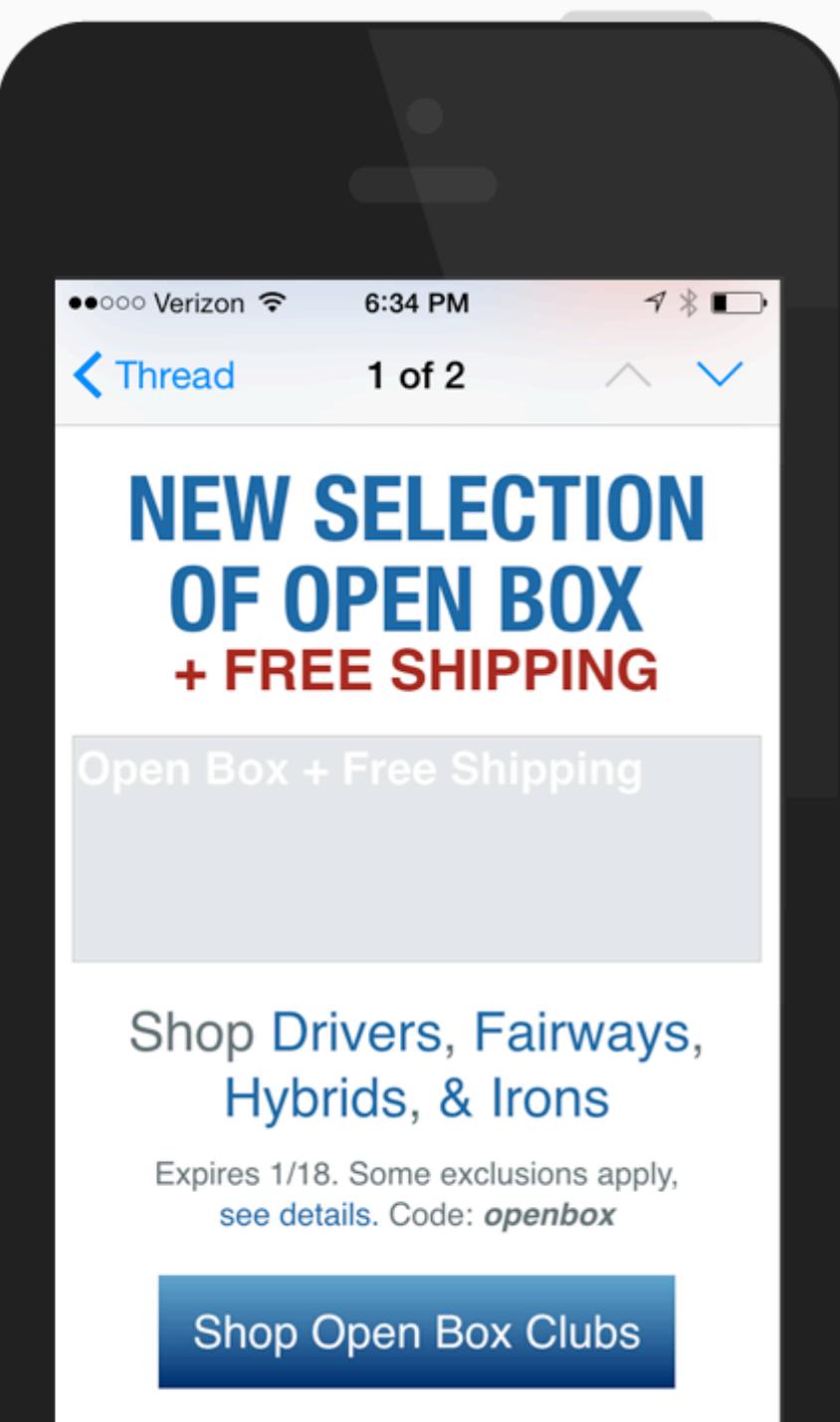
GEAR AND MORE

Sunglasses

Cycling Saddles

This image shows a website for 'The Clymb' with a dark theme. It features a large grid of placeholder images. The header includes a call to action 'Get \$25 when you invite a friend to join The Clymb!' with a link to 'Invite Now >' and a 'View Online' link. The main navigation bar has categories: MENS, WOMENS, ADVENTURES, and STORIES. Below the grid, there are sections for 'Performance Footwear' (with links to 'SHOP MEN'S ECCO ▾' and 'SHOP WOMEN'S ECCO ▾'), descriptions of 'Old-school designs meet modern performance.' for men and 'Highly evolved Scandinavian performance shoes.' for women, and sections for 'GEAR AND MORE' with links to 'Sunglasses' and 'Cycling Saddles'.

On Images



Styled alt tags

```

```

Imageless Buttons

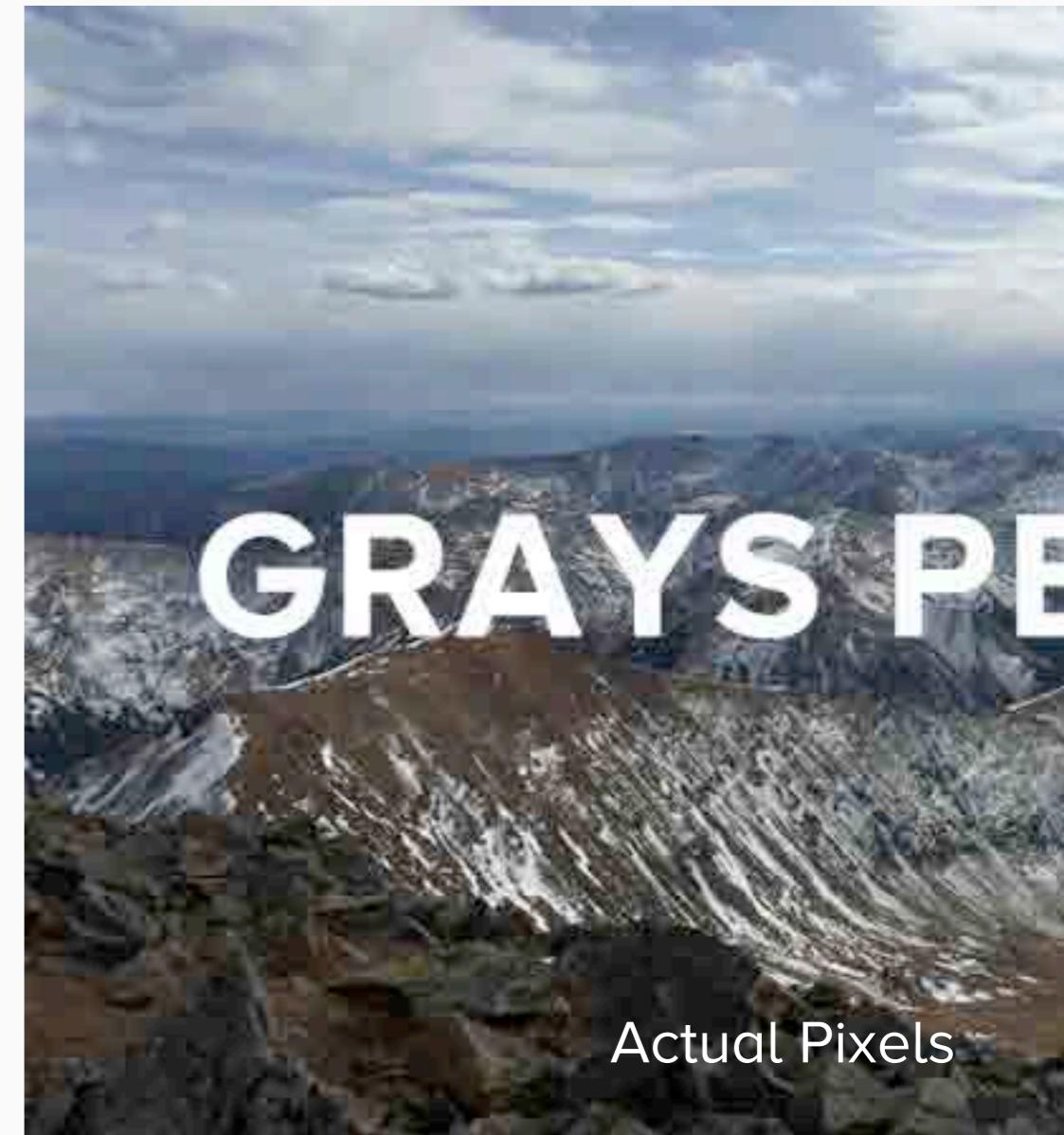
```
<table cellpadding="0" cellspacing="0" border="0" width="75%" height="50" align="center" style="width:75%; height:50px; border:0; cellpadding:0px; cellspacing:0; background-color:#00cc99; margin:0 auto;">
  <tr>
    <td width="100%" height="50" align="center" style="text-align:center; width:100%; font-family: arial,sans-serif; color:#ffffff; font-size: 20px; height:50px; background-color: #00cc99;">
      <a href="http://www.globalgolf.com/" style="text-decoration:none; color:#ffffff; display:block; height: 50px; line-height:50px;">
        Call To Action
      </a>
    </td>
  </tr>
</table>
```

Compressive Image Technique



Quality: 60%
300 x 225
Size: 25kb

Quality: 0%
600 x 450
Size: 18kb



Actual Pixels

Getting Responsive

```
<table>
  <tr>
    <td></td> <td></td>
  </tr>
  <tr>
    <td></td> <td></td>
  </tr>
</table>
```

Fluid Tables



Fluid Images

@media Media Queries

Fluid Tables

<table>
 <tr>
 (The % is King)

```
<table cellpadding="0" cellspacing="0" border="0" width="600" id="container">
  <tr>
    <td width="50%" class="column">[Content]</td>
    <td width="50%" class="column">[Content]</td>
  </tr>
</table>
```

<tr>

@media

```
@media all and (max-width:600px) {
  body[bgcolor] #container { width: 100% !important; }
  body[bgcolor] .column { display:block !important; width:100% !important; }
}
```

</table>

Fluid Images

Image Syntax

```

```

@media

```
@media all and (max-width: 600px) {  
    body[bgcolor] .columnImage{  
        width: 100% !important;  
        height:auto !important;  
        /* max-width should be same value as image width */  
        max-width:600px !important;  
    }  
}
```

Manipulating Layout



Source: campaignmonitor.com/blog/post/4321/order-stacked-columns-responsive-email

Manipulating Layout

Use the **dir** attribute to reverse appearance of table cells

```
<table cellpadding="0" cellspacing="0" border="0" dir="rtl">
  <tr>
    <td dir="ltr" width="50%" class="column">
      
    </td>
    <td dir="ltr" width="50%" class="column">
      I show up left in a desktop layout since the columns are reversed but
      still show up second in smaller layouts because I'm second in the code
      order.
    </td>
  </tr>
</table>
```

Progressive Enhancement

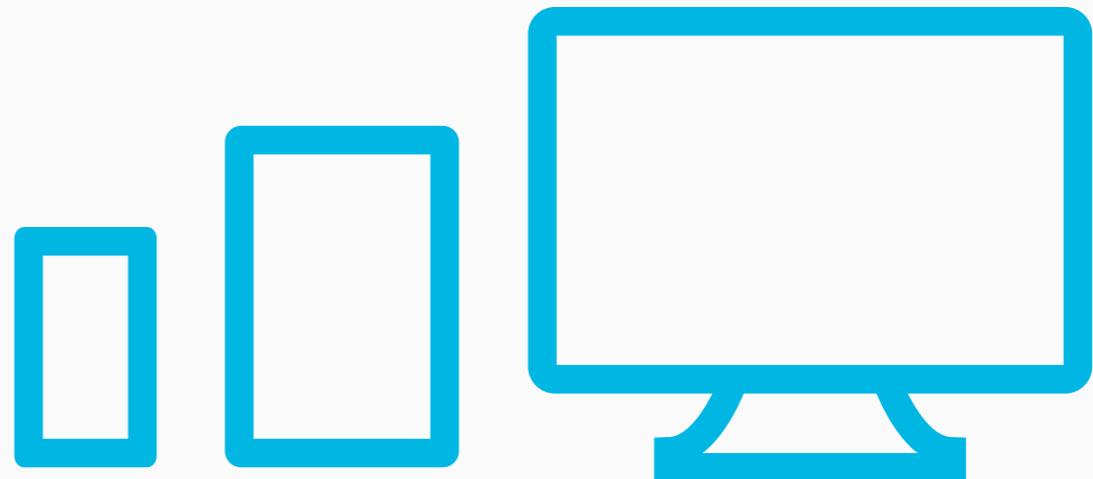
[campaignmonitor.com/css](https://www.campaignmonitor.com/css/)

The screenshot shows a web browser displaying the "The Ultimate Guide to CSS" page from campaignmonitor.com. At the top, there's a green banner with the text "UPDATED MAY 2014". Below it is the main title "The Ultimate Guide to CSS". A subtext below the title reads: "A complete breakdown of the CSS support for every popular mobile, web and desktop email client on the planet. Download the complete guide for all 18 clients, or see the top 10 below." In the center, there's a call-to-action button labeled "THE COMPLETE GUIDE" with sub-options "Download the poster or grab it in XLS format". To the left is a Facebook "Like" button with 401 likes, and to the right is a Twitter "Tweet" button with 4,193 tweets. At the bottom, there's a navigation bar with links for "Style Element", "Outlook 2007/10/13+", "Outlook 03/Express/Mail", "iPhone iOS 7/IPad", "Outlook.com", "Apple Mail 6.5", "Yahoo Mail", "Google Gmail", and "Android 4 (Gmail) +". Below the navigation bar, there are two sections: "Responsive" and "Style Element", each showing compatibility across the listed platforms with green checkmarks and red crosses.

Test Debug Test Send



emailonacid.com



litmus.com



Resources

MailChimp

mailchimp.com/resources

templates.mailchimp.com

Litmus

litmus.com/resources

A List Apart

alistapart.com/article/can-email-be-responsive

Responsive Email Resources

responsiveemailresources.com/

Thank You!



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 dribbble.com/jwmunn

 github.com/jwmunn

 design@justinwmunn.com