Week 9 - Student Choice.

Thomas Broomfield,

Technical Lead, PwC Ventures.

Agenda:

- HTML Emails.
- Some git theory.
- Getting into, and working in the industry - An open discussion.

HTML Emails:

- It is possible to send emails using HTML.
- You would still typically craft these emails in an editior, or an email template builder.
- Writing HTML emails mimics how we built websites over decade ago.
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A bit of context:

- On the web, we have four main browsers: Chrome, Safari, Firefox and IE/Edge.
- If a 'standard' can be agreed on by these four companies, it will become safe to use.
- Collaboration by these four companies have given us most of the tools we rely on today.

The problem with emails:

- There are hundred of email clients, built by many, many companies.
- Email is a very old, very important technology that runs a lot of very critical systems. Think banking and finance.
- Any type of 'standards' for emails going forward would be impossible to enforce, and would still only cover a very small amount of your potential readers.
- Because of this, many features we can use in web design simply will not work in many email clients.

So, what can't we use.

- External CSS stylesheets.
- The `<style>` tag.
- Divs. (Really).
- Javascript.
- Limited inline CSS. (`style='padding: 10px'`)
- No responsive. MQ/flexbox.
- Given we can't use css classes, we have to write our rules for each element that we add.

"HTML email is pretty much the worst thing ever."

~ Thomas Broomfield

So what do we use instead:

- Old school html attributes:
  - `bgcolor='red', width='200', border='20px'`
  - Note, this is not CSS.
- Tables
  - We use tables for layout, rows and columns. `<tr>` and `<td>`.
  - We nest tables in order to get the layout of rows and columns we want.

Code-along:

Building a HTML email.

Git Workflow:

- Quick review.
- The 'Master' Branch
- Branching and merging.
- Pull requests.