

Creating HTML emails

Duration: 1 Day

This course is aimed at people who want to create good looking and reliable HTML emails. You will learn how write HTML and CSS code that works in the widest possible range of email clients. These techniques are easy for anyone to learn, and do not require any previous coding experience. We use Dreamweaver during the course as it makes the process faster, but the most important emphasis is on learning simple techniques that can be used in any application.

General

- Design considerations for HTML emails
- What works, and what doesn't
- About email clients
- The importance of testing
- About web servers
- How bulk email apps work

HTML

- Principals of HTML - element structure, tags and properties
- Writing good HTML - rules and conventions

Formatting HTML

- Paragraphs and line breaks
- Spans
- Bold and italic
- Multiple spaces
- Special characters

Tables

- Using tables for layouts
- Setting widths
- Creating columns
- Converting a design into tables
- Table properties

Images

- About web graphics - JPEG and GIF files - how to optimise images for quality and fast download
- Setting Image width and height via HTML
- Using Alternative descriptions in case of non-displaying images
- The importance of correct image URLs

Hyperlinks

- Creating links back to a website
- Using images as link buttons

Cascading Stylesheets (CSS)

- Writing Inline styles
- Formatting text - changing typeface, size and colour
- Controlling vertical spacing
- Using borders
- Changing the appearance of links

Recommended Further training

- Getting started with Photoshop
- Introduction to Dreamweaver