

### Creating HTML Emails with Adobe Dreamweaver

Duration: 2 Days

## OBJECTIVES

This is a two day hands-on course intended for people who want to create well-designed and reliable HTML emails. During the course, delegates will learn the most effective techniques to create attractive HTML emails which work in all major email clients. Dreamweaver is used to create the pages, but the skills you learn can be used in any other web design tool.

## PRE-REQUISITES

Students should be familiar with the Windows or Macintosh operating systems and be familiar with the Web and its terminology.

## COURSE OUTLINE

### How do HTML emails work?

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

### HTML Code

- Understanding HTML code
- Principles of HTML - tags and attributes
- Viewing examples of HTML code
- Specific HTML email requirements
- Basic HTML exercises

### Dreamweaver Overview

- What does Dreamweaver do?
- Learning the interface
- Setting up a new site in Dreamweaver

### Getting Started

- The research process - understanding your readers
- The design process - effective layout
- HTML email best practices
- Email marketing tips

### Basic Page Creation

- Create a new basic HTML page
- Add and format text content
- Adding graphics and images
- Test and preview the page

### Page Layout with Tables

- Overview of tables
- Designing a page layout with tables
- Creating table structures
- Modifying and nesting tables
- Formatting text, images and data in tables

#### Links

- Understanding links
- Creating links to your website
- Creating email links
- Using images as link buttons

#### Working with Graphics and Images

- About web graphics - JPEG, GIF and PNG 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

#### Cascading Stylesheets (CSS)

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

#### Creating Responsive Emails

- Designing for different screen sizes
- Using CSS Media Queries
- Setting breakpoints
- Showing and hiding content for different screens
- Controlling layout with tables

#### Testing and Distribution

- Testing your HTML email
- Connecting Dreamweaver to an FTP server
- Uploading your HTML and images
- Creating an HTML email from your page
- Distribution options

#### Extra Functionality

- Linking to an online version
- Additional browser based possibilities