

HTML Email Newsletter**<HTML>****How Do HTML Emails Work?**

The 'bigger picture' with webmail, email and mobile clients Examples of responsive HTML emails and e-shots Building a user friendly HTML email Distribution of HTML emails Planning how all 3 email client types will be viewed as a storyboard for all media breakpoints What size should they be?

- Do I need a range of sizes?
- Should my emails be fluid?
- Dreamweaver Overview
- Introducing Dreamweaver
- Learning the interface
- Dreamweaver workflow
- HTML Code
- Understanding HTML code
- Viewing examples of HTML code
- Specific HTML email requirements
- Basic HTML exercises
- CSS Code
- Understanding CSS code
- Viewing examples of CSS code
- Mobile specific CSS
- Media queries
- Basic CSS exercises
- Getting Started

The research process

Understanding your readers The design process - effective responsive layout HTML email best practices Create a new basic HTML page Add and format text content Insert graphics and images Page Layout with Tables Designing a page layout with tables Creating table structures Inline styling Formatting text, images and data in tables Understanding links Creating links Creating email links Responsive Emails and Use of Media Queries What is a media query?

- What does it do and how does it behave?
- Do I need media queries?
- How can I implement them to render correctly?
- Are there any generic fixes for older mail clients?
- What happens if I need to make a specific width?
- How do I code a table for collapse?
- How to write CSS to control page layout
- Testing your HTML email on desktop and mobile screens Distribution and Delivery Creating a mailing list Managing subscribers Scheduling and when to send