COURSE SYLLABUS

HTML Email Bootcamp

Learn HTML and CSS coding, code effective and cross-mail-client compatible emails, and optimize emails for desktop, webmail, and mobile users in our HTML Email Certificate program. Gain skills to create responsive emails and add personality to them in this comprehensive program.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/html-email



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Course Outline

Section 1

Simple Responsive Layout

- Coding the table structure
- Fixing a gap below images
- Making the email responsive
- Introduction to CSS media queries

2-Column Layout: Media Queries

- Coding the nested table structure
- Writing styles for desktop & mobile versions
- Media queries for fine-tuning mobile responsive design
- Modifying media queries

Mobile-Friendly Column Layout

- Coding the table for the 2-column content
- Converting the mobile layout to 1-column
- Adding the other date listings
- Refining the CSS

Section 2

Optimizing Images for Mobile

- HTML email image quality: a balancing act
- Dealing with hi-res/retina images
- Swapping the banner on mobile

- Further optimizing the mobile banner

Responsive Footer

- Structuring the footer layout
- Styling the footer
- Optimizing the footer for smaller screens

Sending Tests & Email Fixes (Preflighting)

- Adding a preheader to entice mobile users
- Inlining the CSS
- Sending test emails