COURSE SYLLABUS

HTML Email Bootcamp (Self-Paced)

Learn how to code custom-designed emails that adapt to different screen sizes. This course covers responsive layouts, image optimization, and the essential techniques needed to build effective, well-structured HTML emails.

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



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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