



# CREATION OF HTML EMAILS with Adobe Dreamweaver & Photoshop 2 Day Course

Until recently text-based email was the most popular way to communicate, however with the advent of HTML email you can now create and send a message that is much more visually appealing and when designed and built correctly will affect the reader's ability to process, enjoy and respond to the content. HTML emails are now often used as a valuable tool in email marketing campaigns.

This course will use two industry-standard tools, **Dreamweaver CS5** for the HTML and layout and **Photoshop CS5** for the creation of optimized graphics and images. The combination of the two programmes will enable you to design and build professional HTML emails and e-shots.

## Who should attend?

Graphic/Web designers, or people transitioning into an online marketing or website related job. This course is aimed at delegates with little or no experience of HTML, Dreamweaver or Photoshop. At the end of the course delegates will have created and built a professional working HTML email.

The course on each day runs from 9.30 am to approximately 4.00 pm. The course content is a general outline only and if required can be varied to meet your specific needs.

## COURSE CONTENT

### How do HTML emails work?

- The 'bigger picture' – webmail and email clients
- Examples of HTML emails and e-shots
- Enabling your HTML email to be displayed correctly
- Building a user friendly HTML email
- Distribution of HTML emails

### Dreamweaver CS5 Overview

- Introducing Dreamweaver CS5
- Learning the interface
- Dreamweaver Photoshop workflow

### Photoshop CS5 Overview

- Introducing Photoshop CS5
- Learning the interface
- Photoshop Dreamweaver workflow

### HTML Code

- Understanding HTML code
- Viewing examples of HTML code
- Specific HTML email requirements
- Basic HTML exercises

### 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
- Insert graphics and images
- Test and preview the page

• *continued on next page*

## WHAT WILL I LEARN?

- How to quickly and easily design and build an effective HTML email.
- Learn the specific display requirements for webmail and email clients.
- Create, edit and optimize graphics and images to incorporate into your HTML email.
- Understand the various distribution options.



# CREATION OF HTML EMAILS with Adobe Dreamweaver & Photoshop 2 Day Course - continued

## COURSE CONTENT

### 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
- Creating email links

### Working with Graphics and Images

- Overview of web-based image creation
- Sourcing, editing and optimizing images
- Creating and manipulating graphics
- Creating hotspot links
- Creating image spacers

### Testing

- Testing your HTML email
- Uploading your HTML and images

### Distribution and Delivery

- Options – Email service providers
- Plain-text alternative version
- Creating a mailing list
- Managing subscribers
- Scheduling and when to send
- Tracking, click-through's, bounces and reports
- Anti-spam techniques