Responsive HTML email training course

In this Responsive HTML email training course you’ll learn how to create and design HTML emails that are both functional and well-designed across mobile, tablet, and desktop email clients. This course builds off the foundational skills taught in our HTML Email class and covers more advanced topics such as coding, the use of media queries, optimizing images, and mobile forms.

What you’ll learn in this training course

- Identifying the need for optimization
- Designing mobile email
- Coding mobile email
- Building responsive layouts
- Targeting devices with media queries
- Optimizing Images for mobile
- Making mobile forms work

Audience for this training course

This course is designed for design professionals who have already completed the introductory HTML email course, or who have previous experience working with HTML email.

Training course duration

This class is a one-day in length. It runs from 9:30 am - 4:30 pm. Lunch break is approximately from noon - 1:00 pm.

Training course curriculum

This training course uses lesson files and content from Campaign Monitor, a leading email service provider and supporter of the email Standards Project. These training courses are delivered by instructors that are experienced in coding HTML, creating email, and teaching both.

Enrolling in this Responsive HTML email training course

You can register for this training class online at agitraining.com, or by calling 781-376-6044 or 800-851-9237.

Locations for this Responsive HTML email training course

You can attend classes at your training centers located in Boston, New York City, Philadelphia, on site at your office, or on-line. You can select the course location at the time of your registration.

Private and customized training course options

This training course can be offered as a private class for groups or individuals, and the content can be customized to meet your specific needs. You can call to speak with a training representative at 781-376-6044 or 800-851-9237 to discuss customizing this training course.

Goals and objectives for this training course

American Graphics Institute is focused on providing high-quality training courses for your professional development. We provide regularly scheduled small group courses along with private or customized training.
Responsive HTML email training class topics:

Lesson 1: Identifying the need
Common issues with mobile email
Rise in mobile client usage
Effect on ROI
Differences in clients
Support for media queries

Lesson 2: Designing mobile email
Taking a ‘design-first’ approach
Differences in layout
Single-column sizing
Links and buttons
Minimum font size
Concise, well-positioned message
Hiding extraneous details
Wireframing two versions

Lesson 3: Coding mobile email
Defining mobile-specific CSS
Using an @media declaration
Applying the content table class
Making styles !important
Adding other declarations

Lesson 4: Building responsive layouts
Adapting 2-column layouts
Using HTML attributes instead of CSS
Adding a simple media query
Incorporating progressive disclosure
Styling show/hide buttons

Lesson 5: Targeting devices with media queries
Addressing larger screen sizes
Adjusting the focus of media queries
Balancing effort vs. benefit
Moving beyond breakpoints
Designing fluid layouts

Lesson 6: Optimizing images for mobile
Using supported CSS
Swapping background images
Setting background-size
Serving high-res images
Addressing Retina displays

Lesson 7: Making mobile forms work
Benefitting from optimized forms
Aligning form field labels
Accessing the special keyboard
Narrowing form layouts
Setting initial scale/zoom
Optimizing plain-text email