



Responsive HTML email training course syllabus

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