

HTML Newsletters Masterclass - 2 days Beginner course

This Adobe Dreamweaver HTML Newsletter 2-day Masterclass training course is perfect for those wishing to create dynamic, rich content for distribution via email. Whilst there are many systems which can build HTML emails with a 'Wizard' - learn how to create polished HTML emails with no-limits using Dreamweaver as the authoring tool. In this course we cover all the bases such as content optimisation, embedded styling of content using CSS, hotspots, nested tables, animations and tips-and-tricks to ensure your email makes it through servers to your clients in-box safely.

Our pledge

This course is guaranteed to be delivered by an Adobe Certified Instructor from Certitec - our pledge of excellence.

Overview

Our Adobe Certified Instructor-led class will show you how Adobe Dreamweaver can be made simple for building advanced HTML newsletters. This course provides web novices with the knowledge and hands-on practice they need to build a correctly formatted HTML newsletter using Adobe Dreamweaver.

Who is this course for

This course is for people new to using Adobe Dreamweaver to build content accurate HTML newsletters and overcome common problems such as formatting and bounce-backs.

Assumed knowledge

To gain the most from this class, students should be familiar with accessing web pages via the internet and in general, web terminology.

What will you learn

In this course, you will examine the basics of Dreamweaver with a focus on HTML newsletter best practices and page semantics. You will learn:

- Adobe Dreamweaver interface basics
- Planning page structure
- Image format and optimisation
- Alt tags for accessibility
- Linking images (relative vs absolute URLs)
- Using tables over DIVS
- Introduction to CSS
- Applying CSS to content
- TOC and page anchors
- Hotspots
- Using video
- Using animations
- Linking to your website
- Retina / 4K considerations
- Adaptive content
- Testing your newsletter
- Sending your newsletter
- Building a complete HTML email from scratch

Level: **Beginner**

Duration: **2 days**



Cost (2 day course)

1-2 delegates: **£1,598 +VAT**

3-4 delegates: **£1,698 +VAT**

5-6 delegates: **£1,798 +VAT**

7-8 delegates: **£1,898 +VAT**

9-10 delegates: **£1,998 +VAT**

Exam included: **No**

Mac and Windows  

Maximum delegates: **10**



This course is Adobe Authorised and delivered by an Adobe Certified Instructor

Payment

Payment can be made by cheque, BACS or all major credit/debit cards

Dates

Please contact us to arrange dates

Related Courses

HTML Newsletters Essentials
Dreamweaver Introduction

Course outline

Getting started

- The use of HTML over plain text in HTML Emails/Newsletter
- Planning content
- Listing and organising content
- Design considerations

General considerations

- The top 5 reasons why email newsletters fail
- Best practice mailer considerations
- Best times to send a email campaign

Setting the scene with page properties

- Configure background of page (colour/graphic)
- Naming the document (HTML)
- Setting hyperlink appearance
- Options for H1, H2 appearance

Preparing images

- Image format selection
- File formats comparison
- Image optimisation
- Alt tags
- Title tag
- Linking Images

Hyperlinks

- Creating hyperlinks within text
- Creating hyperlinks within images

Working with tables

- Creating a simple table
- Positioning the table
- Nesting tables
- Examine columns and rows
- Adding/deleting rows/columns
- Splitting and merging cells
- Tips on positioning of content
- Formatting a table

Text formatting

- Understanding H1, H2, H3 etc (structure)
- How to work with CSS
- Creating in-line rules
- Checking rules in page head

Tag selector

- Understanding the tag hierarchy
- Knowing what you are selecting
- Formatting using the tag selector

Previewing

- Previewing inside Dreamweaver (Live View)
- Previewing inside of the browser
- Examining the split and code views

Testing and sending

- Create and Send an Email/Newsletter using Webmail
- Create and Send an Email/Newsletter using an Email Client

Animations

- Animations considerations for your emails
- File formats that work
- Adding Animations to your email
- Testing the animations

Creating hotspots

- Creating regular hotspots over images
- Creating irregular hotspots over images

Working with video

- How to work with video
- File formats that work
- Video best practices

Building a complex newsletter

- Working with page formatting
- Working with image formatting
- Working with text formatting
- Working with tables
- Working with animations/video
- Previewing
- Sending

High resolution images

- Working with higher resolution images
- Photoshop workflow for optimising

Building responsive content

- What is responsive content?
- CSS3 Media Queries
- Making your email Responsive
- Best practices for responsive design

Third-party add-ons

Further information

Our guarantee of training satisfaction

No questions, no quibbles, no problem!

Should you ever need to take your course again, just let us know.

Requirements

- Basic knowledge of Windows or Macintosh.
- Understand how to launch an application and save files.
- For web courses you will need to have knowledge of web browsers.

Lunch

We provide flexible lunch vouchers which can be redeemed at outlets nearby such as

- Bella Italia
- Boots
- Burger King
- Co-operative
- Eat
- Greggs
- McDonalds
- Nandos
- Pizza Express
- Pret A Manger
- Starbucks
- Sainsbury's
- Tesco

to name but a few.

Support

We supply 6-months rock-solid support via email on the subject matter covered during the course.

General information

- Courses start at 10am and finish at 5pm.
- Please arrive 30 minutes prior to the start of the course on the first day.
- We operate a casual dress code.
- We supply all computers, software and courseware, pads, pens, lunch and refreshments.

- We have both Apple OSX Lion and Windows 7 systems.
- Bring along a USB/Flash drive so you can take away your course files.
- Following your course, we will email you an Adobe Authorised Course Completion Certificate.
- Each course comes with either on-line assets (electronic book/PDF or movies) to download or a high-quality Visual Quickstart 500-page training book. We are migrating most course assets to on-line downloads during 2012.
- Access to a secure section of our site that offers useful tips and tricks.

Certitec.

Adobe Authorised Training for Creatives & Professionals

Contact Certitec

0800 0789 462

enquiries@certitec.com

www.certitec.com



Certitec London

90 Long Acre, Covent Garden, London WC2E 9RZ

Certitec Cardiff

15th Floor, Brunel House, 2 Fitzalan Road
Cardiff CF24 0EB

Certitec Bristol

Broad Quay House, Prince Street, Bristol BS1 4DJ