



# Creating HTML emails with Adobe Dreamweaver

## Course objective

Delegates learn how to quickly and easily design and build effective HTML emails.

The course covers the specific display requirements for webmail and email clients, and delegates will gain an understanding of the various distribution options available.

## General information

- ▶ As an Adobe Authorised Training Centre (AATC), Armada meets the demanding standards specified by Adobe, ensuring a high standard of training.
- ▶ The trainer for this course is an Adobe Certified Instructor (ACI) for Dreamweaver.
- ▶ Hands-on exercises familiarise delegates with Dreamweaver concepts and techniques.

## Who should attend?

*Creating HTML emails with Adobe Dreamweaver* training is ideal for newcomers to Dreamweaver.

The course is for Windows and Mac users alike.

## Duration

One day.

## Course materials and certification

Delegates work with files throughout the course, which they take with them to use as a refresher following the course. Delegates are issued with a certificate confirming they have attended and successfully completed the course.

## What version of Dreamweaver is covered?

The standard course is based on Dreamweaver CS4. Similar training can be provided for Dreamweaver CS3.

## Location, price and further information

This course is arranged *on-demand* for your group, meaning that the course can be run on a date and at a location that suits you, which may be our training centre in Bromsgrove (close to Birmingham and the M5/M6/M40/M42 motorway network) or your venue.

For pricing and further information, please see: [www.armadaonline.co.uk/coursedreamweaver.htm](http://www.armadaonline.co.uk/coursedreamweaver.htm).

## Course outline

- ▶ **Module 1: How do HTML emails work?**
- ▶ **Module 2: Dreamweaver CS4 Overview**
- ▶ **Module 3: Fireworks CS4 Overview**
- ▶ **Module 4: HTML Code**
- ▶ **Module 5: Getting started**
- ▶ **Module 6: Basic page creation**
- ▶ **Module 7: Page layout with tables**
- ▶ **Module 8: Links**
- ▶ **Module 9: Working with graphics and images**
- ▶ **Module 10: Templates**
- ▶ **Module 11: Testing and distribution**
- ▶ **Module 12: Extra functionality**

Please see over for an in-depth course outline.



# Creating HTML emails with Adobe Dreamweaver

## In-depth course outline

### ▶ **Module 1: How do HTML emails work?**

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

### ▶ **Module 2: Dreamweaver CS4 Overview**

- Introducing Dreamweaver CS4
- Learning the interface
- Dreamweaver Fireworks workflow

### ▶ **Module 3: Fireworks CS4 Overview**

- Introducing Fireworks CS4
- Learning the interface
- Fireworks Dreamweaver workflow

### ▶ **Module 4: HTML Code**

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

### ▶ **Module 5: Getting started**

- The research process - understanding your readers
- The design process – effective layout
- HTML email best practices
- Email marketing tips

### ▶ **Module 6: Basic page creation**

- Create a new basic HTML page
- Add and format text content
- Insert graphics and images
- Test and preview the page

### ▶ **Module 7: 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

### ▶ **Module 8: Links**

- Understanding links
- Creating links
- Creating email links

### ▶ **Module 9: Working with graphics and images**

- Overview of web-based image creation
- Sourcing, editing and optimizing images
- Creating and manipulating graphics
- Creating slices, rollovers and hotspots
- Creating image spacers

### ▶ **Module 10: Templates**

- Overview of templates
- Creating templates
- Modify and update templates

### ▶ **Module 11: Testing and distribution**

- Testing your HTML email
- Uploading your HTML and images
- Creating an HTML email from your page
- Distribution options

### ▶ **Module 12: Extra functionality**

- Linking to an online version
- Additional browser based possibilities