



Creating HTML emails with Dreamweaver and Photoshop

This course covers the creation of HTML e-mails and e-shots using Dreamweaver for the HTML and layout and Photoshop for the creation and optimisation of graphics and images. The combination of the two enables a designer / marketer to design and build professional HTML e-mails.

Skills needed before the course

A basic system knowledge.

Recommended duration

1 to 2 Days.

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- Examples of HTML E-mails and e-shots
 - Important preference changes in Adobe Dreamweaver
 - Understanding HTML code
 - Viewing examples of HTML code
 - Specific HTML e-mail requirements
 - HTML e-mail best practices
 - Test and preview the page
 - The design process and page creation
 - Add and format text content
 - Styling text and typography with appropriate techniques for e-mails and e-shots.
 - Inserting graphics and images
 - Modifying image properties
 - Creating and editing images
 - Making lists
 - Horizontal Rules
 - Adding special characters
 - Overview of tables
 - Page Layout with Tables
 - Creating table structures
 - Modifying and nesting tables
 - Adding links
 - Creating image maps

Rates include lunch, free pre-training analysis and post-training support. Group courses have manuals included. For more information contact the training department on 020 7222 8484.