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eMarketing level 1 beginner course outline (1-day)

Overview

- WebMail, Email Clients and Browsers
- Examples of HTML emails and e-shots
- Enabling your HTML email to be displayed correctly
- Distribution of HTML emails

Dreamweaver CS5 Overview

- Introducing Dreamweaver
- Simple preferences for HTML emails
- Learning the interface
- Dreamweaver Photoshop workflow

Photoshop CS5 Overview

- Introducing Photoshop
- Learning the interface
- Guides and layout techniques
- Typography
- Shapes
- Images
- Slices

- Slice definitions
- Image Optimization and file types

Generating HTML

- HTML Settings
- Photoshop Dreamweaver workflow

HTML Code

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

END