



<http://www.multimediacentre.co.za>

Cape Town: 021 790 3684

Johannesburg: 011 083 8384

eMarketing level 1 course content (1-day)

Course Description:

Our eMarketing course is designed to enable you to create internet marketing materials in the form of HTML newsletters and email blasts. Until recently text-based email was the most popular way to communicate, however with the advent of HTML email you can now create and send a message that is much more visually appealing and when designed and built correctly will affect the reader's ability to process, enjoy and respond to the content. HTML emails are now often used as a valuable tool in email marketing campaigns. This course will use two industry-standard tools, Dreamweaver for the HTML and layout and Photoshop for the creation of optimised graphics and images. The combination of the two programmes will enable you to design and build professional HTML emails and e-shots.

Target Audience:

Graphic/Web designers, or people transitioning into an online marketing or website related job. This course is aimed at delegates with little or no experience of HTML, Dreamweaver or Photoshop. At the end of the course delegates will have created and built a professional working HTML email.

Course Outline:

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