# Responsive Email Design WorkSheet

This exercise teaches you the basics to responsive email design by guiding you through a few basic steps in adapting a medium email template layout for a mobile screen size. Take note that the exercises included are overly simplified to teach basic concepts and creating responsive emails is no walk in the park. Also, for those who intend to create completely new email templates, you should always start with the small layout.

Logo

Call-to-action headline
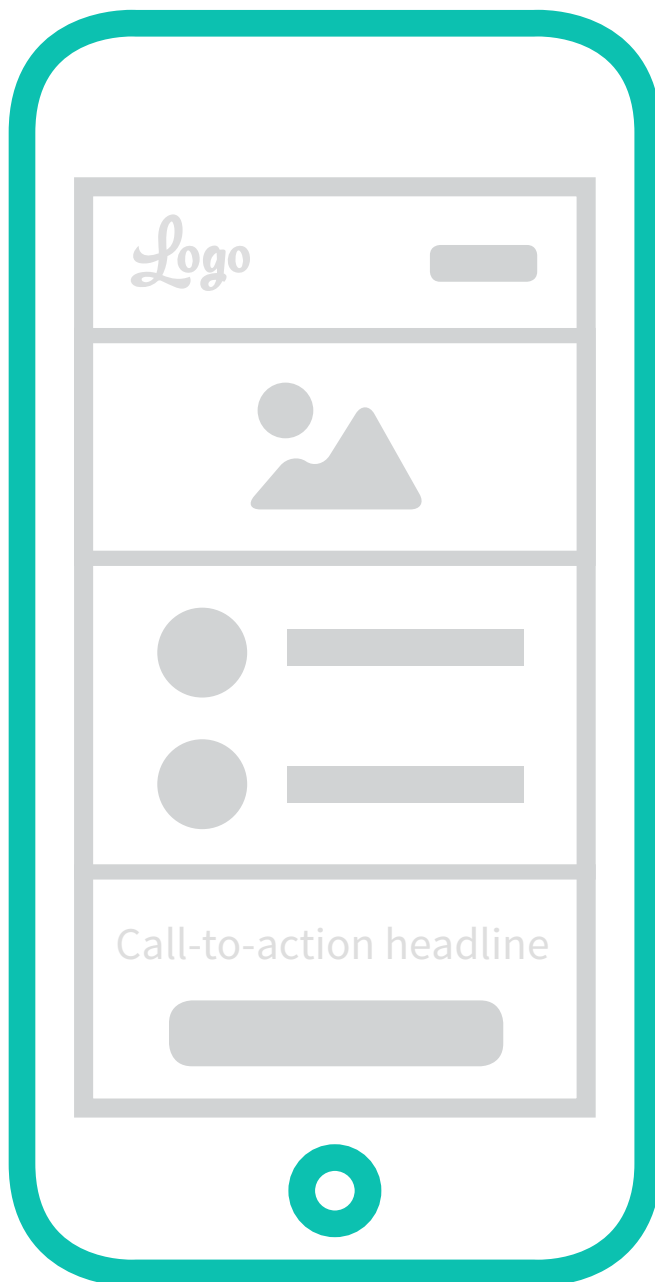
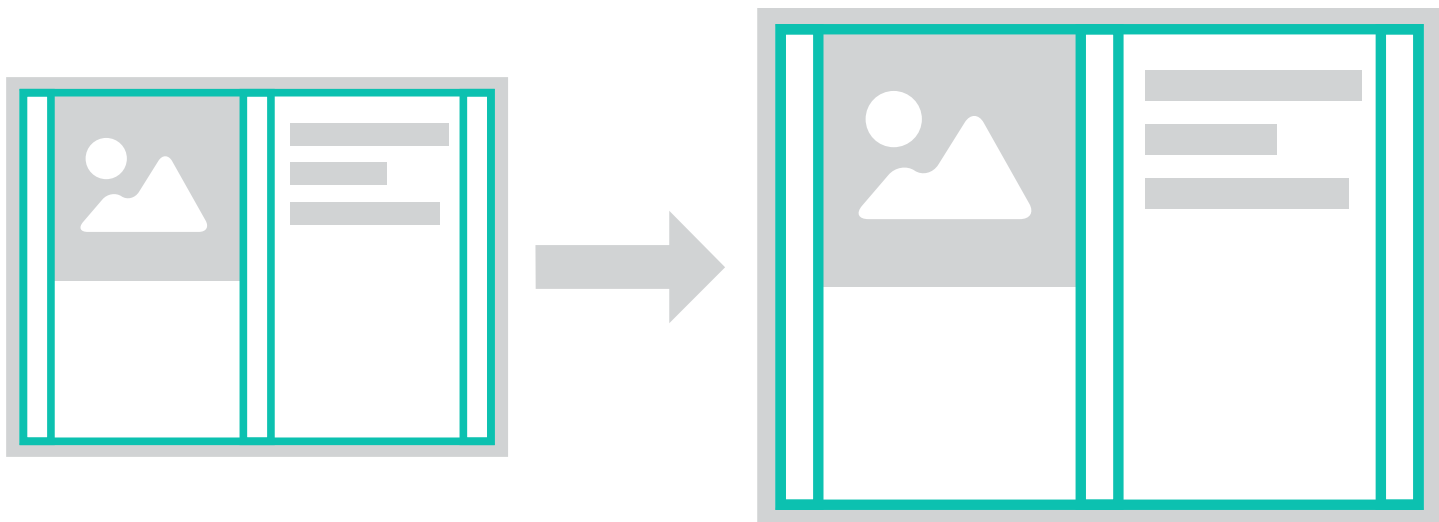**Tip:** Read the TipSheet and learn some helpful hints for greater success in this exercise.

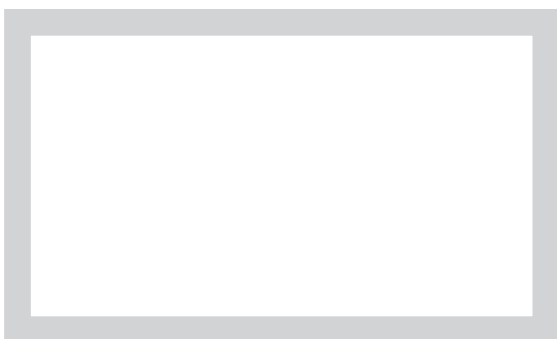Get TipSheet

Setting up responsive grids

Before we start sketching and designing, we need to walk through the most fundamental building blocks of responsive design. Responsive design is about creating flexibility in your emails and allowing it to scale and adapt to any client window.
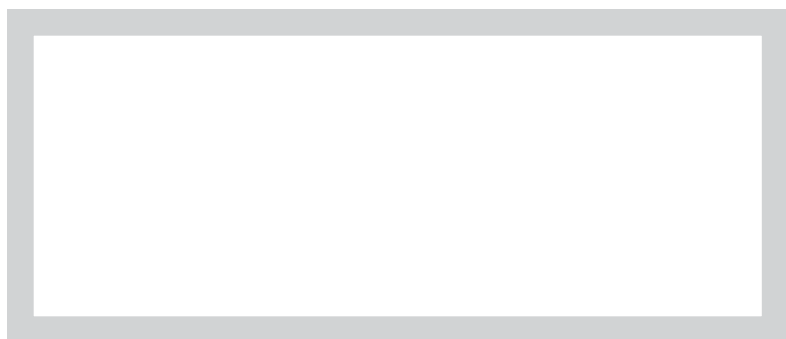
Establishing layout sizes

As we outlined in our *Responsive Email Design TipSheet*, the industry standard for maximum width of emails is 600 pixels wide. Also, the breakpoint between small layout and medium layout is at 420px.

Small (240px-421px)

Medium (421px-600px)

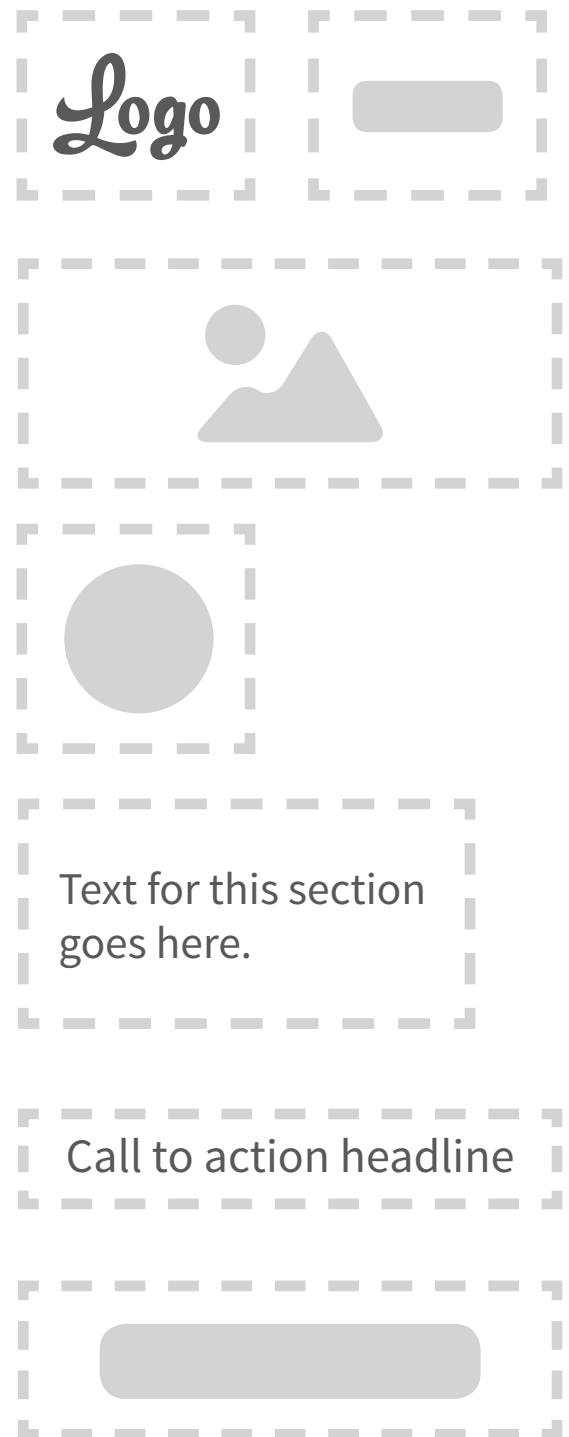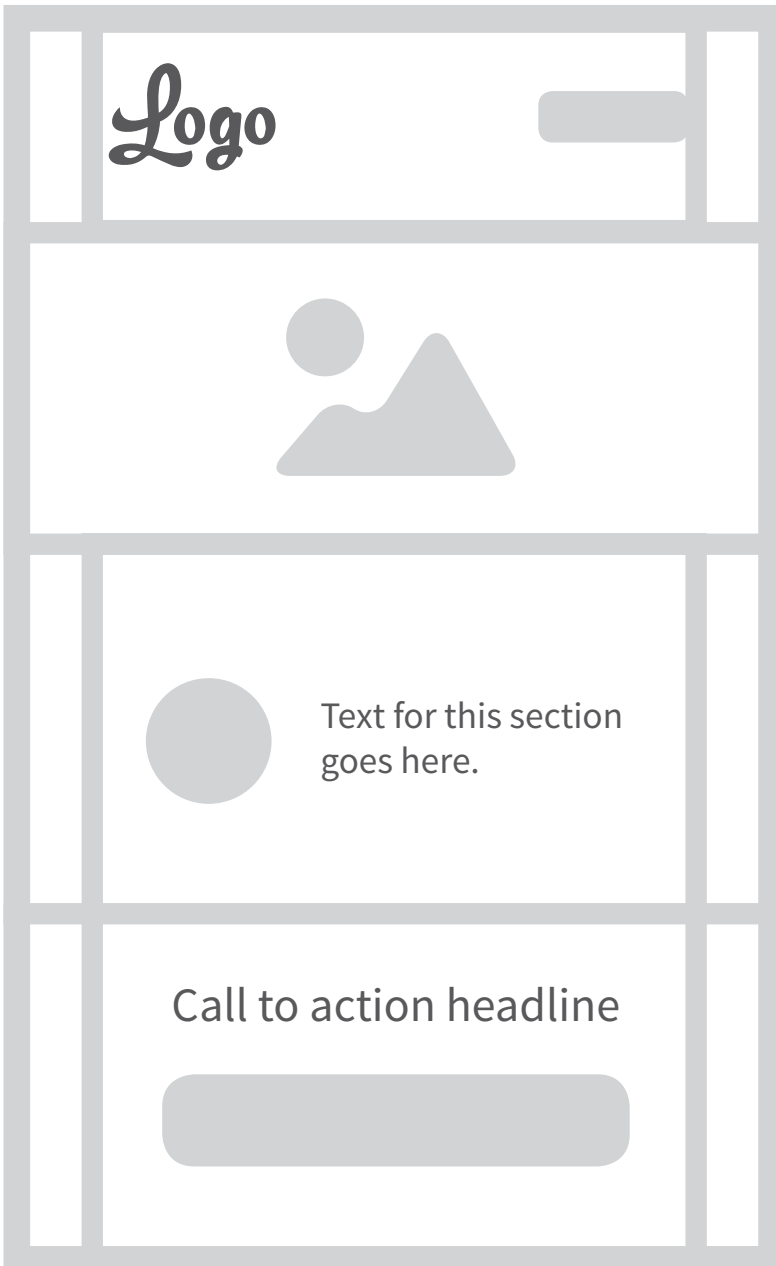**Tip:** Read the TipSheet and learn some helpful hints for greater success in this exercise.

1
2
3

Get TipSheet

responsify.

Exercise 1: Adapting Elements

If you aren't already designing your email templates to be responsive, you most likely have an email that looks something like the example below. To help you get into the mindset of adapting your email templates for mobile, we've separated each of the email's elements into pieces for you to cut out and arrange on the template in the following page.
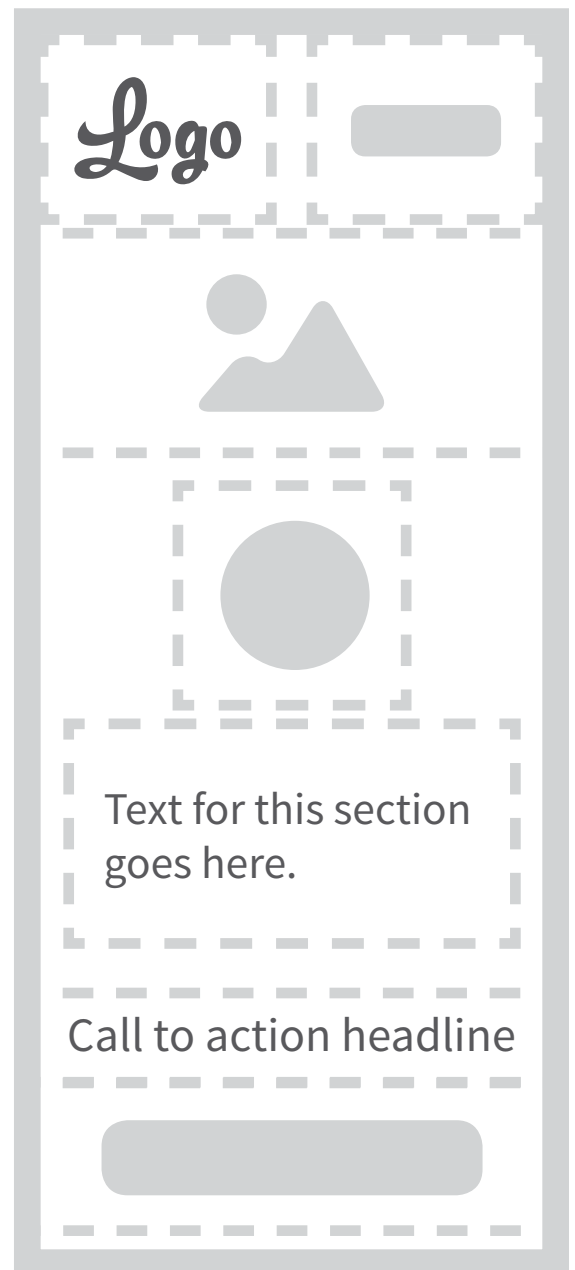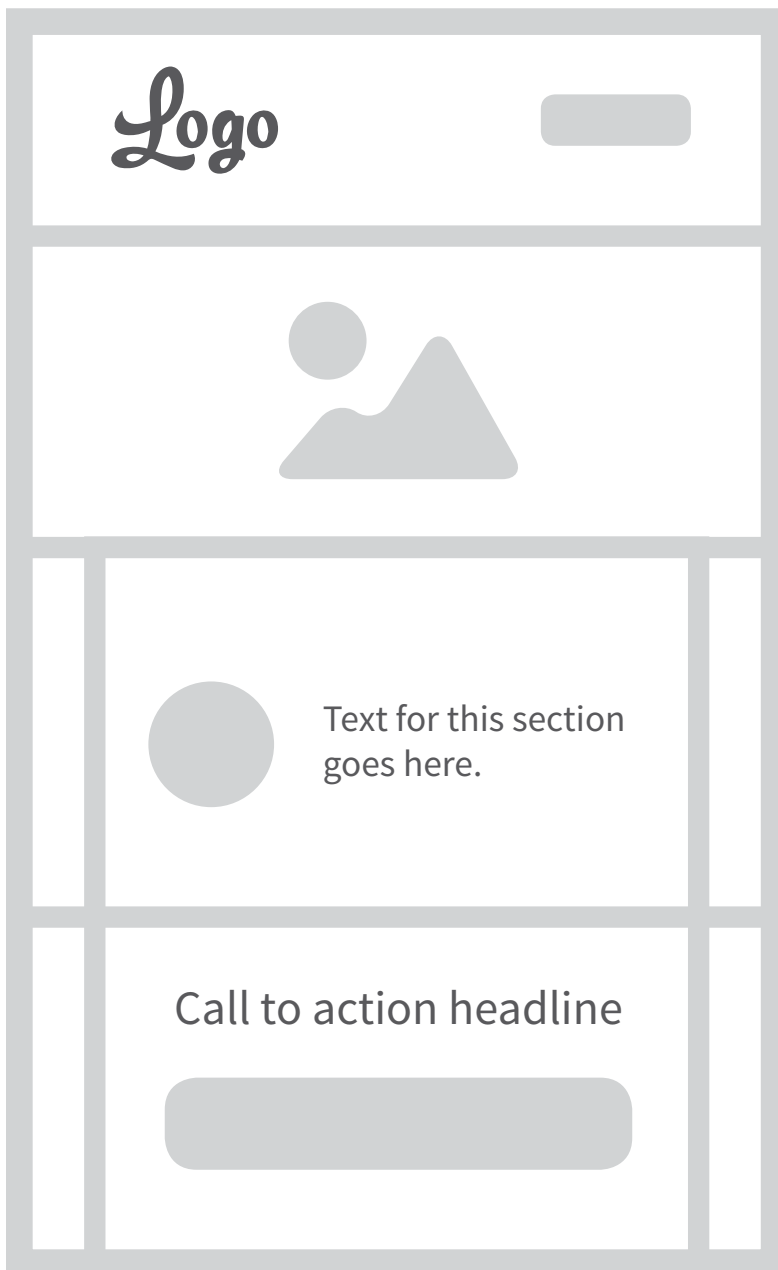
Logo

Text for this section goes here.

Call to action headline

Logo

Text for this section goes here.

Call to action headline

Exercise 1: Adapting Elements

Exercise 1: Adapting Elements (answers)

This is how we adapted the email design. Most of it stayed the same except for the 2-column section with the icon collapsing into a 1 column with the icon centered above the body text. Take note how some elements like the full-width image scaled down with the layout size, but elements like the icon and body text were actually scaled up for mobile.

Logo

Text for this section goes here.

Call to action headline

Logo

Text for this section goes here.

Call to action headline

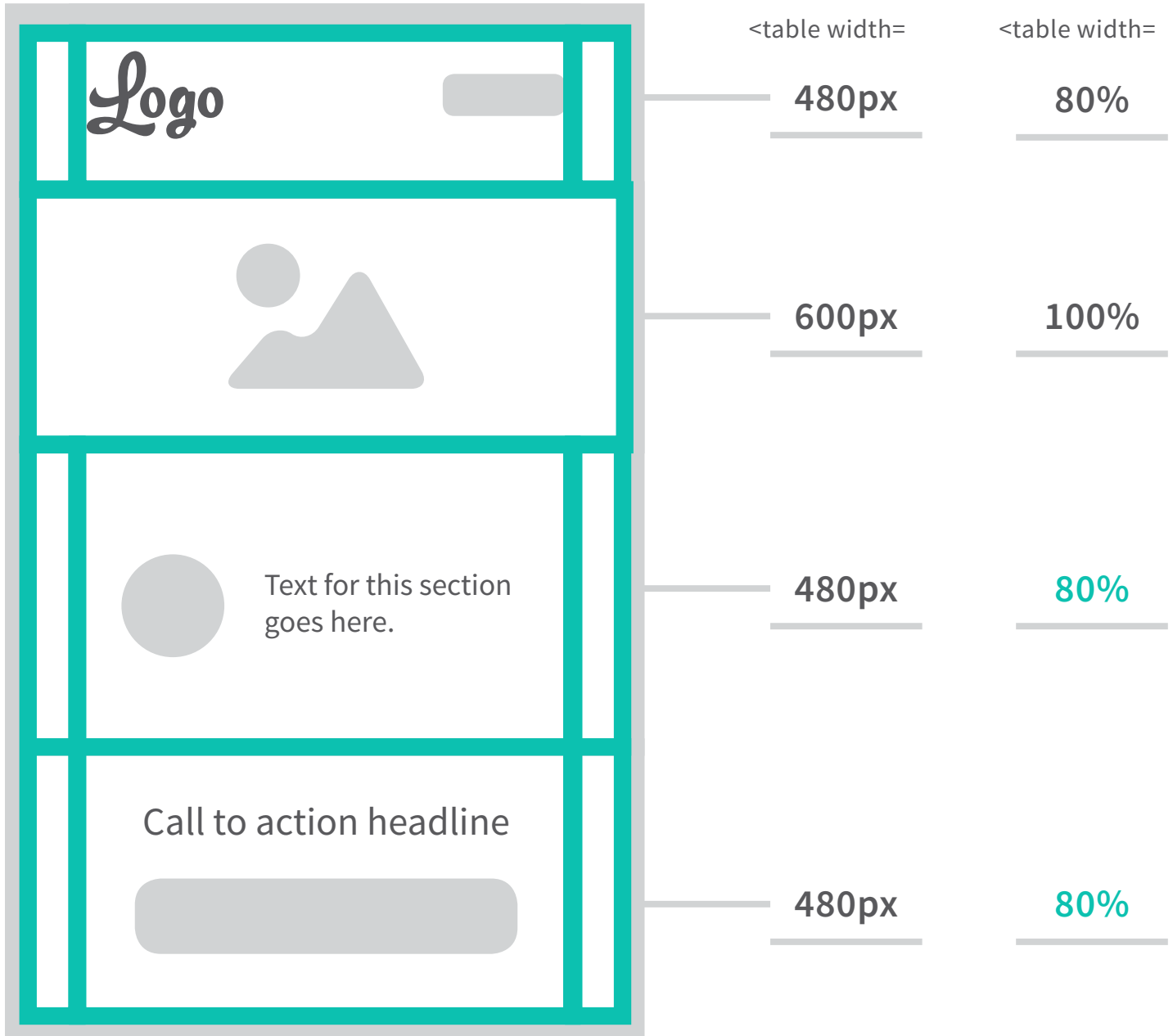# Exercise 2: Converting to percentages

With both of our layouts designed and mocked up, it's time to adjust the table width's of each section to percentages.
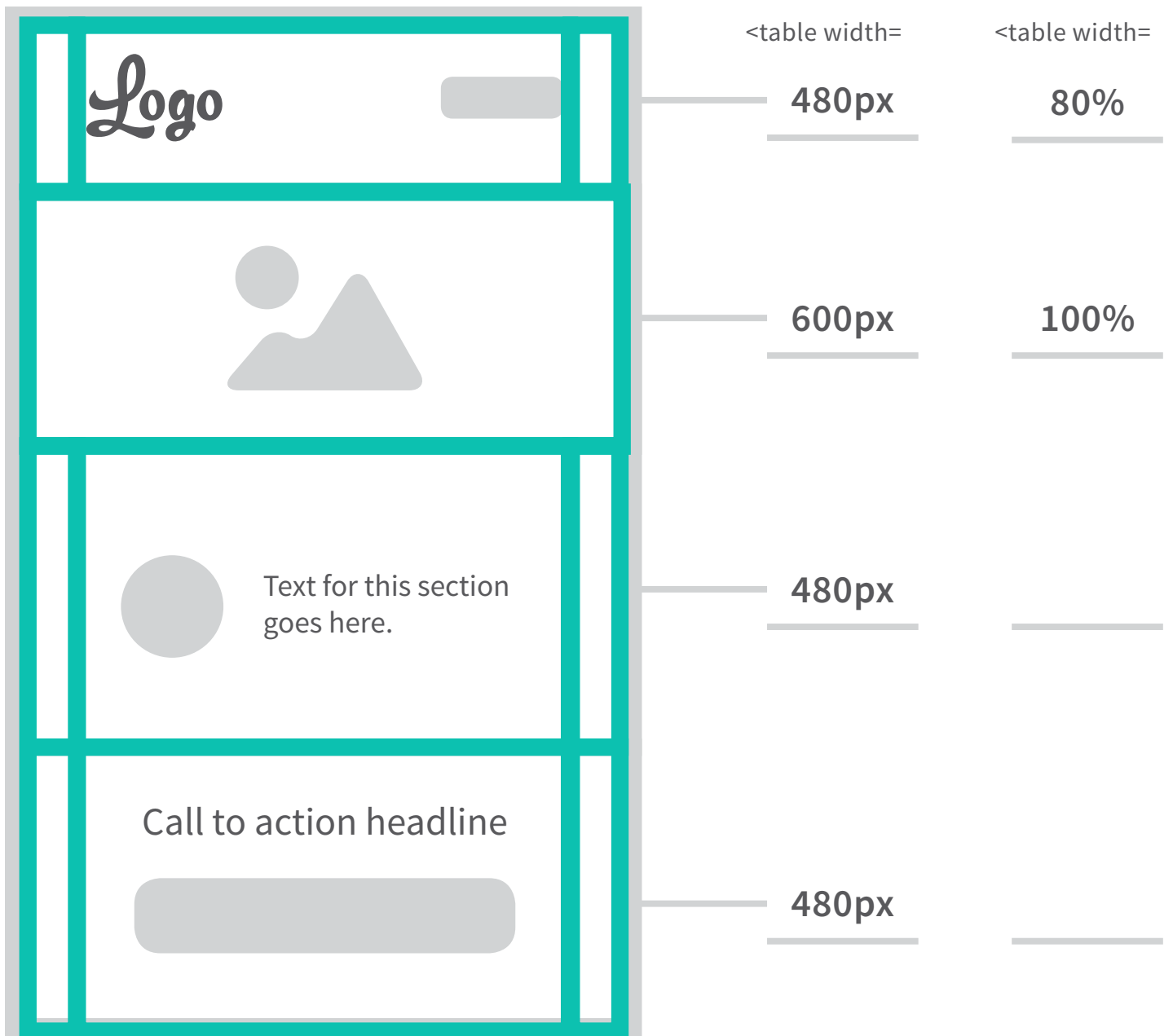
	<table width=	<table width=
Logo	480px	80%
image	600px	100%
Text for this section goes here.	480px	
Call to action headline	480px	

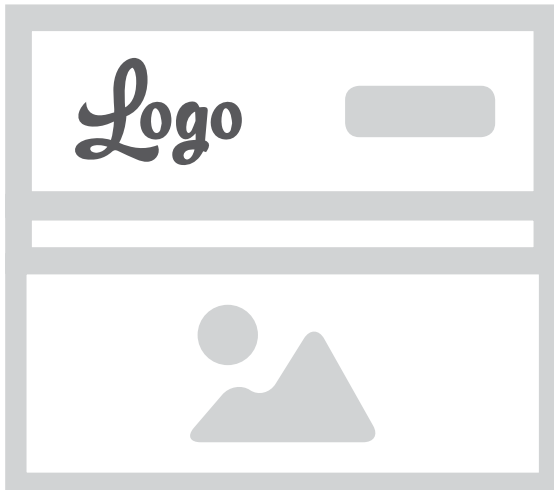# Exercise 2: Converting to percentages (answers)

So the widths of the remaining sections were 80%, simple enough right? Keep in mind that when this email is going to be coded, the widths of the elements within will also need to be defined this way. And here's a tip, don't forget to put in <style= "max-width:480px"> to prevent the tables from exceeding their intended sizes.

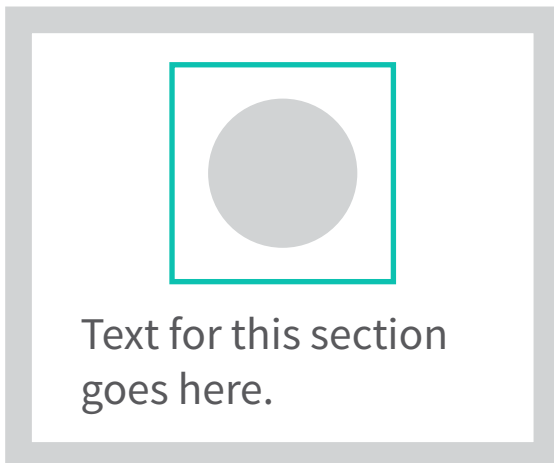|	<table width=	<table width=
Logo	480px	80%
(image)	600px	100%
Text for this section goes here.	480px	80%
Call to action headline	480px	80%

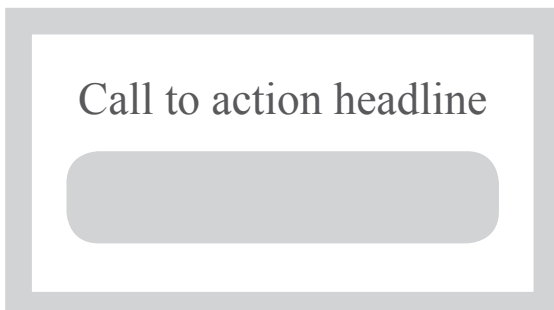responsify

Exercise 3: Creating consistency

So the email design mockup looks great on both of the layouts, but the world of email design is full of pain and frustration. Your design might look great on your iPhone or on your browser, but you may not realize how brutally difficult it is to make your design look great on a dreaded client like Outlook. Here are some special tricks to help you avoid common pitfalls.

Solution:
There's no spacers between the header block and the featured image block, so what is where is that space coming from!? Some email clients like to add extra padding and spaces around images and ignore inline code like border="0" cellpadding="0" cellspacing="0". Adding float into the <img> tag will remove that pesky padding, but don't use it as an alternative to align:left!

Solution:
Email clients loves making sure everybody knows what's a link by surrounding all the linked elements with bright blue borders. Slap in a border=0 in the <img> tag to get rid of that border!

Solution: Logo

Defining ALL your type with inline CSS code will force Outlook to render it with the websafe fonts you want and you won't see Times New Roman overriding your type.

Exercise 3: Creating consistency

Now that we have given you a couple tricks to making your email designs looking good across most clients, try to fill in the blank spaces with the solutions we provided before.


```
<table><tr><td>
<img align="left" style="          "
src= "header.jpg">
</td></tr></table>
```
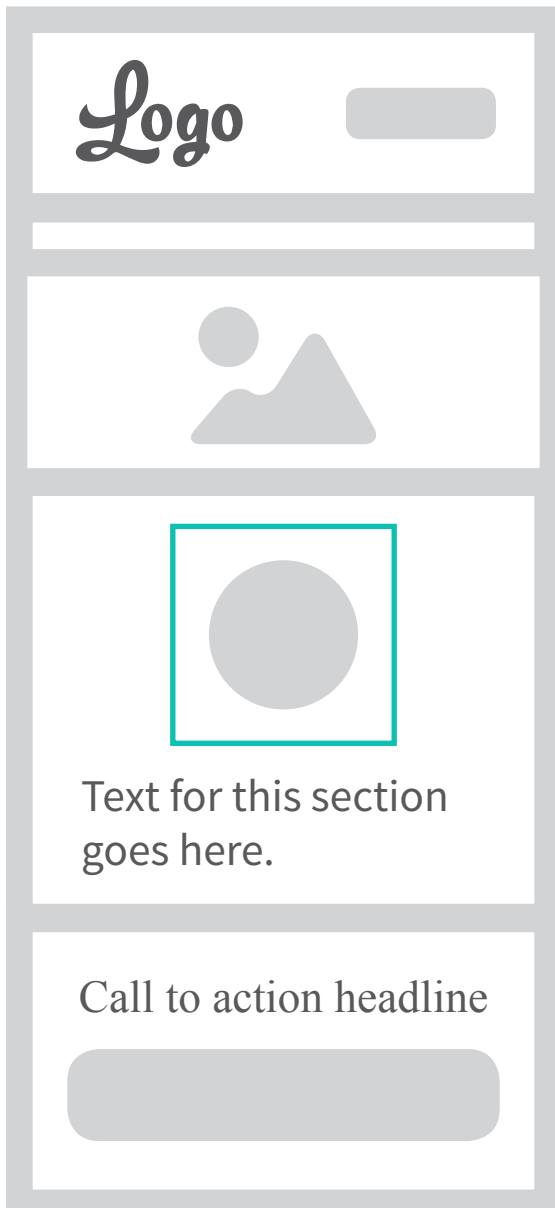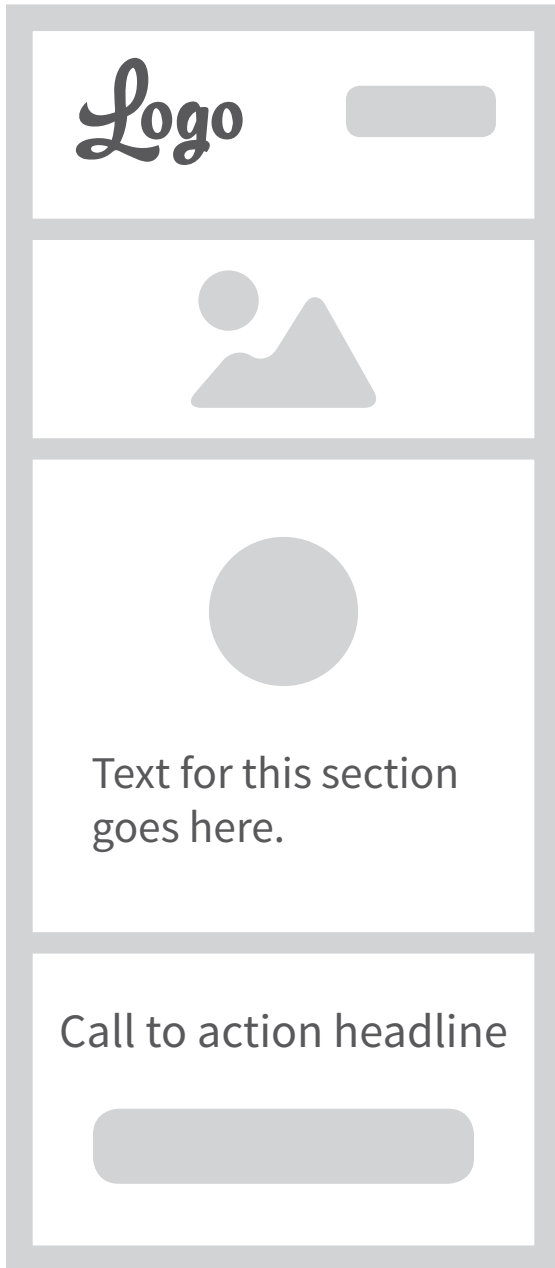
```
<table><tr><td>
<img          
src= "icon.jpg">
Text for this section goes here.
</td></tr></table>
```

```
<table><tr>
<td align="center">
<font                    >
Call to action headline
</td></tr></table>
```

Exercise 3: Creating consistency (answers)

These are the answers to restoring this email template back to shape!


```
<table><tr><td>
<img align="left" style="    float:left    "
src= "header.jpg">
</td></tr></table>
```

```
<table><tr><td>
<img    border="0"
src= "icon.jpg">
Text for this section goes here.
</td></tr></table>
```

```
<table><tr>
<td align="center">
<font    family="arial, san-serif"    >
Call to action headline
</td></tr></table>
```

Congratulations!

You've finished the exercise portion and now you have a basic understanding of designing responsive emails along with a couple tricks to making them look good across a lot of clients. If your emails are not already optimized for mobile platforms, then apply what you have learned to your own email templates. Keep in mind that this exercise is very basic and you will come across a lot more difficulties along with the way. And remember to always test your emails on major clients and browsers before you hit send!

It's a lot of work and effort, but the result of driving traffic and maximizing your click-through rate is worth it!

Need help with the exercise?

Get a free assessment

responsify.

1. Sketch wireframes for

email template