REFERENCES
&
RESOURCES
HOW TO REPLACE A HEADER IMAGE FOR MOBILE?
This article gives you the appropriate css code for substituting images based on screen width for responsive emails.

https://www.emailonacid.com/blog/article/email-development/a_slick_new_image_swapping_technique_for_responsive_emails/

TIPS FOR ALT TEXT IN EMAILS
Here is a great article on alt text best practices including how to comment out the image URL for screen readers.

https://www.emailonacid.com/blog/article/email-marketing/5-tips-for-writing-alt-text-in-email/

UNICODE EMOJIS
Supplies a full directory of current emojis, showing variations of the emoji by OS/environment. Also a convenient capture tool to grab the code to be pasted into your email subject line.

https://emojipedia.org

ACCESSIBILITY BASICS
This article covers some of the accessibility basics that we didn’t have time to cover during the webinar:

https://litmus.com/blog/email-accessibility-for-designers-8-best-practices-you-should-follow

And here is the link to an accessibility checker for testing emails:
https://webaim.org/resources/contrastchecker/

OTHER RESOURCE SITES
• Campaign Monitor’s The Ultimate Guide to CSS
  https://www.campaignmonitor.com/css/

• Can I mail?
  https://www.caniemail.com/