


EMAIL FUNDAMENTALS WEBINAR SERIES



EMAIL
CREATIVE 101

REFERENCES
&
RESOURCES

EMAIL CREATIVE 101



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>



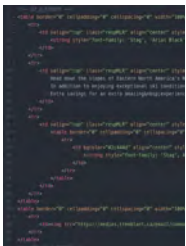
ACCESSIBILITY BASICS

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/>