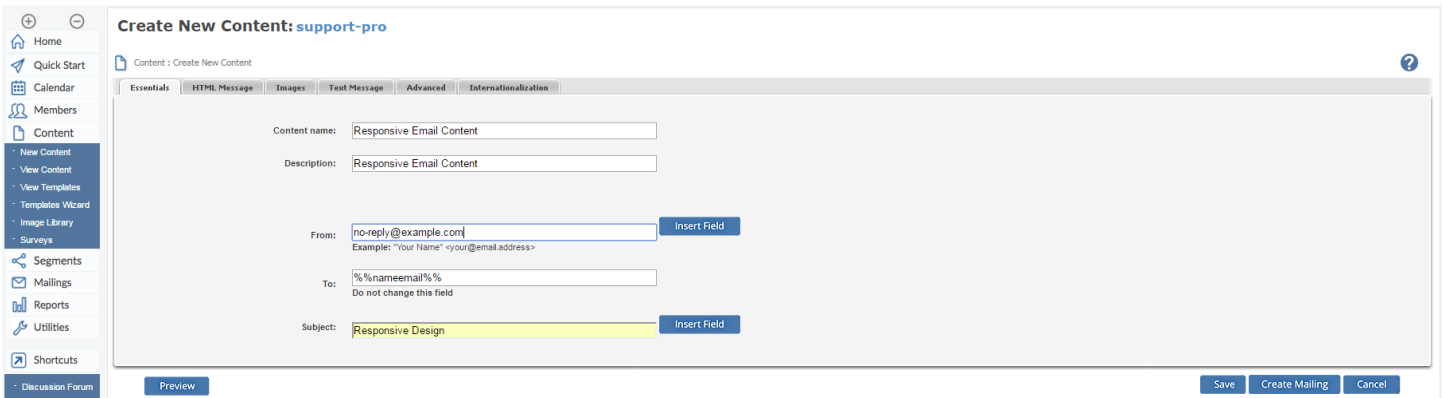# Responsive Email Designer (RED)
QuickStart Guide

Net Atlantic's Responsive Email Designer makes it easy to create responsive HTML emails that display perfectly, no matter which device they're viewed on.

The tool's feature set includes preview options for desktop, tablet and phone-sized screens, so you can easily see how your template will scale on different screen sizes. As with the existing HTML Source Editor, you must create your content *before* you can create a mailing. Once your content has been created, the editor will appear each time that particular content is opened for re-editing.

Note: Content created with the stock ListManager editor is ineligible for use with RED. Therefore, previously created templates, or templates created elsewhere, must be recreated from scratch within the RED editor.

Getting started with RED is easy:

Click the **Content** button > Click the **New Content** option > Complete the **Essentials** tab

Once the fields in the Essentials tab have been completed, click the **HTML Message** tab; then click the **Responsive Editor** button.

Note: Once you have chosen an editor type for your new template, you will not be able to go back and switch to the other.

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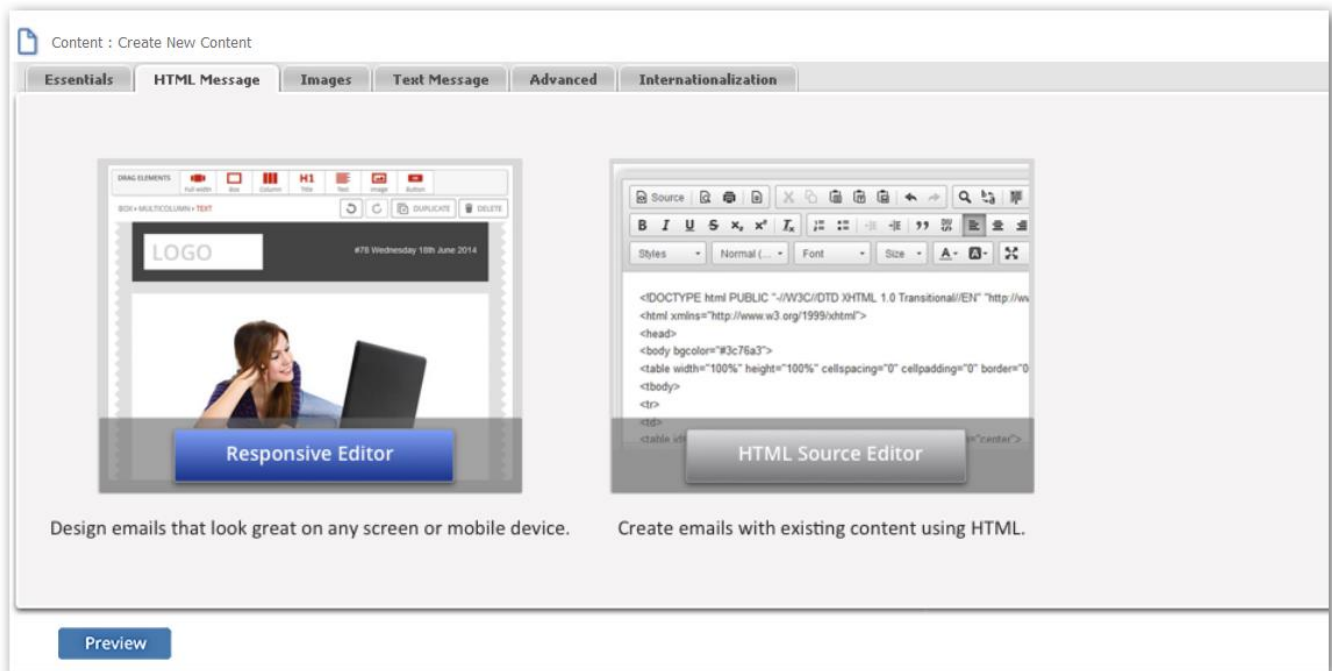
Clicking the **Responsive Editor** option opens the palette where you'll create your responsive template.

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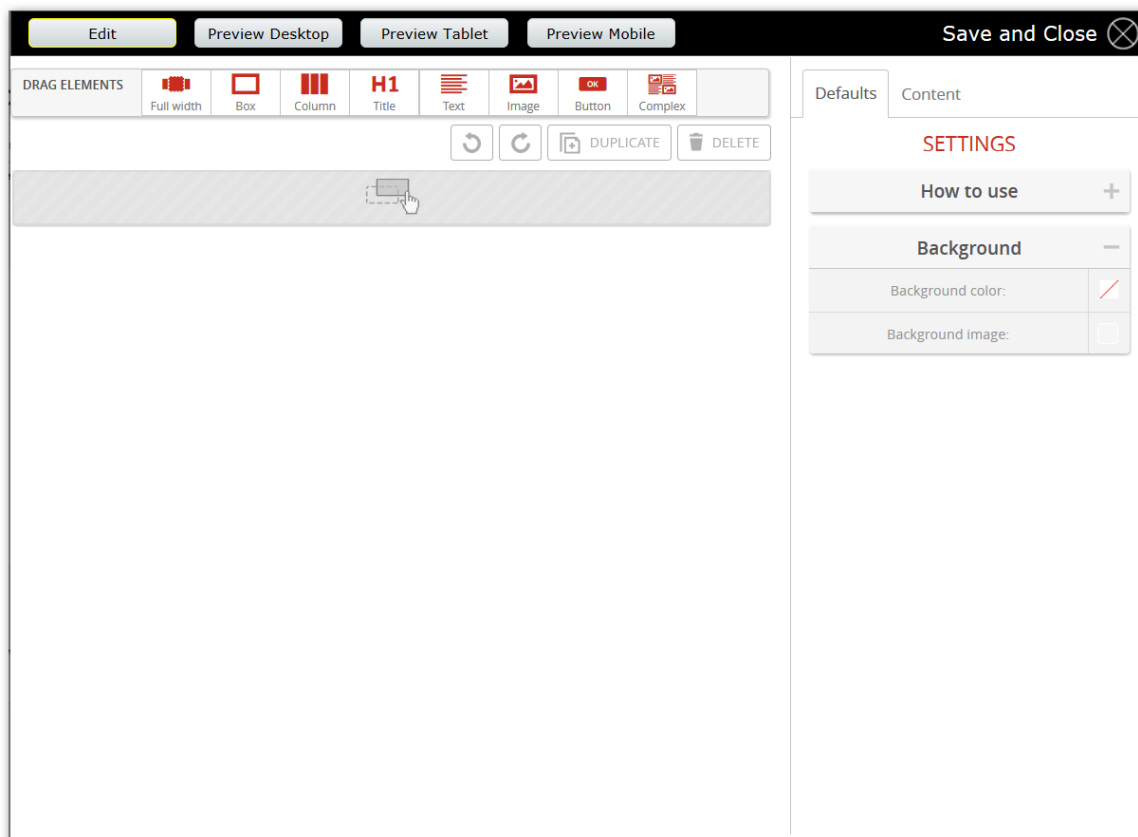
When the editor is first opened, you will see three main areas:

- **Drag Elements**: These include columns, text boxes, images and other elements that can be dragged onto the design palette. Above the Drag Elements are options for previewing your template for desktop, tablet and mobile screens directly within the editor.

- **Design Palette**: This is where you will place all drag elements for your custom responsive template. You can drag in as many elements for your basic design as you wish. You can even rearrange them into an alternate order by clicking on the ⊕ button and dragging the element left, right, up or down to another area. To delete or duplicate an element, simply select it with your mouse and click the 🗑 DELETE or 🗐 DUPLICATE key.

- **Defaults and Content Palette Tabs**:
  - The **Defaults Palette** allows the designer to set standard template elements like background colors or images, headers and footers, typography elements like text-lime height, header heights, link colors and others.

  - The **Content Palette** allows you to customize whichever drag element is currently selected. For instance, choosing an *Image* element would show customization options for alignment, position and padding, borders, and background color. Selecting the *Columns* element allows you to adjust column widths, and gives you options for mobile display and other mobile settings such as hiding and reordering columns. Try selecting all the elements to see which customizations will suit your needs.

- **Complex Elements – Box and Multicolumn elements can be saved as a Favorite Element for re-use.**
  - **1.** First select the Box or Multicolumn Element. **2.** Then enter a name for the Complex Element and click Save. **3.** Then when creating new you can drag the saved element into your new template.
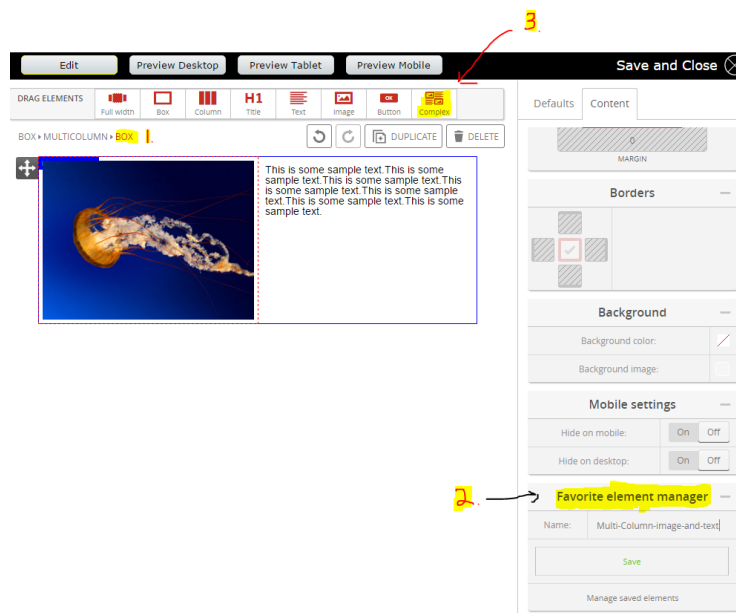
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Using Images with RED

Great news! With RED, you'll be using the same Image Library you've had all along in Lyris.

That said, the process of accessing and adding your images into your RED templates is slightly different. Here's how to do it:

- First, drag in a Box Element
- Then drag an Image Element into the Box Element
- Next, click on the Image Element to select it
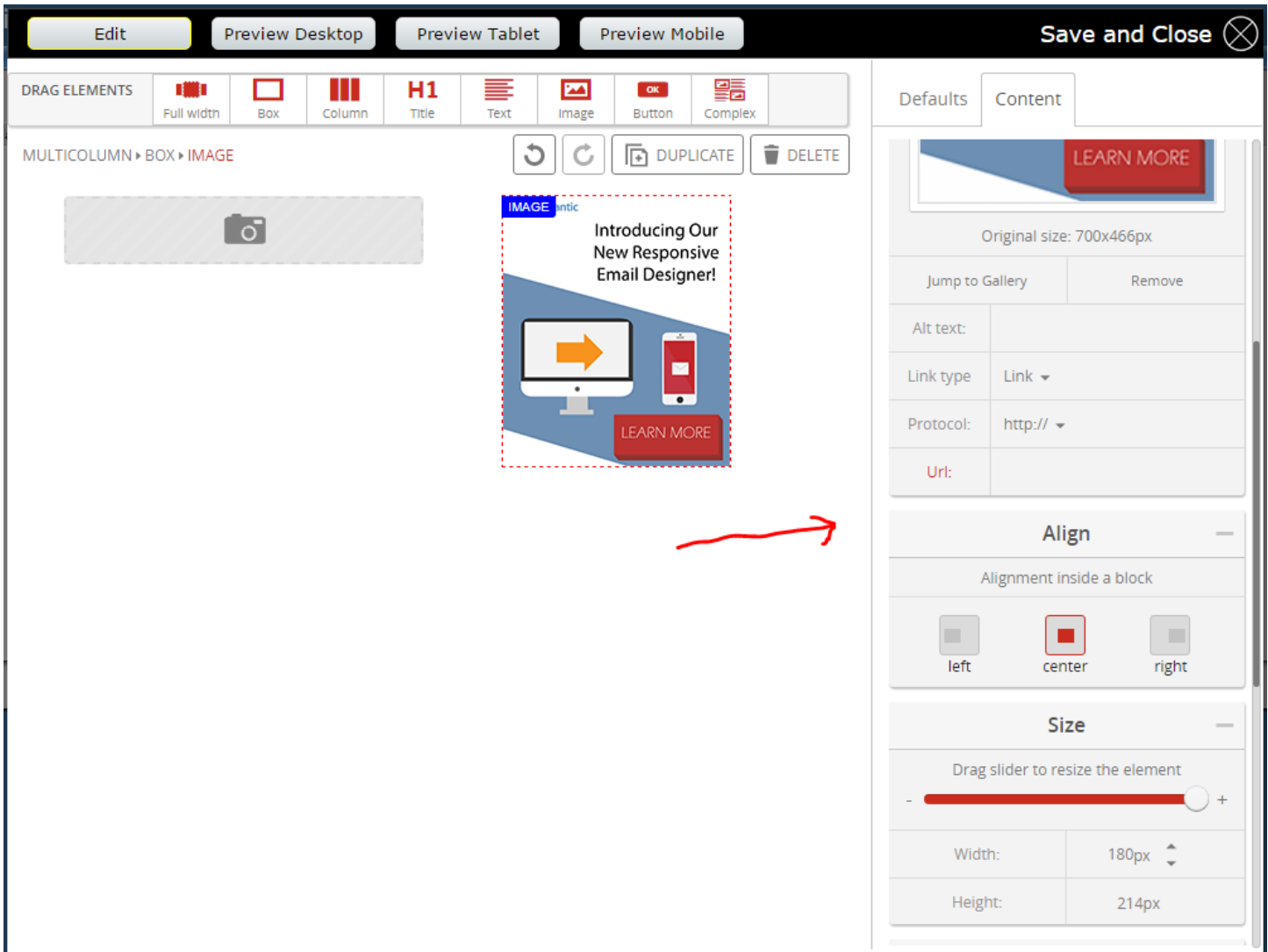- In the Image Content Settings, click *Jump to Gallery*
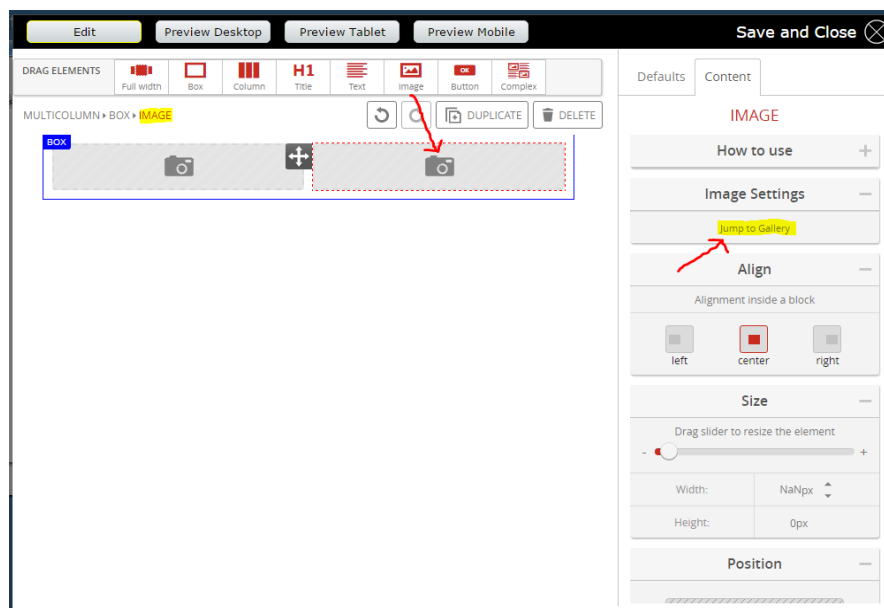
Within the Image Gallery, there are three ways to add an image to your template:

- *Select any image* that has already been uploaded to your Image Library
- *Create a New Folder* and *Upload a New Image*
- *Include a Remote Image* by supplying an Image URL (see screenshot on next page)

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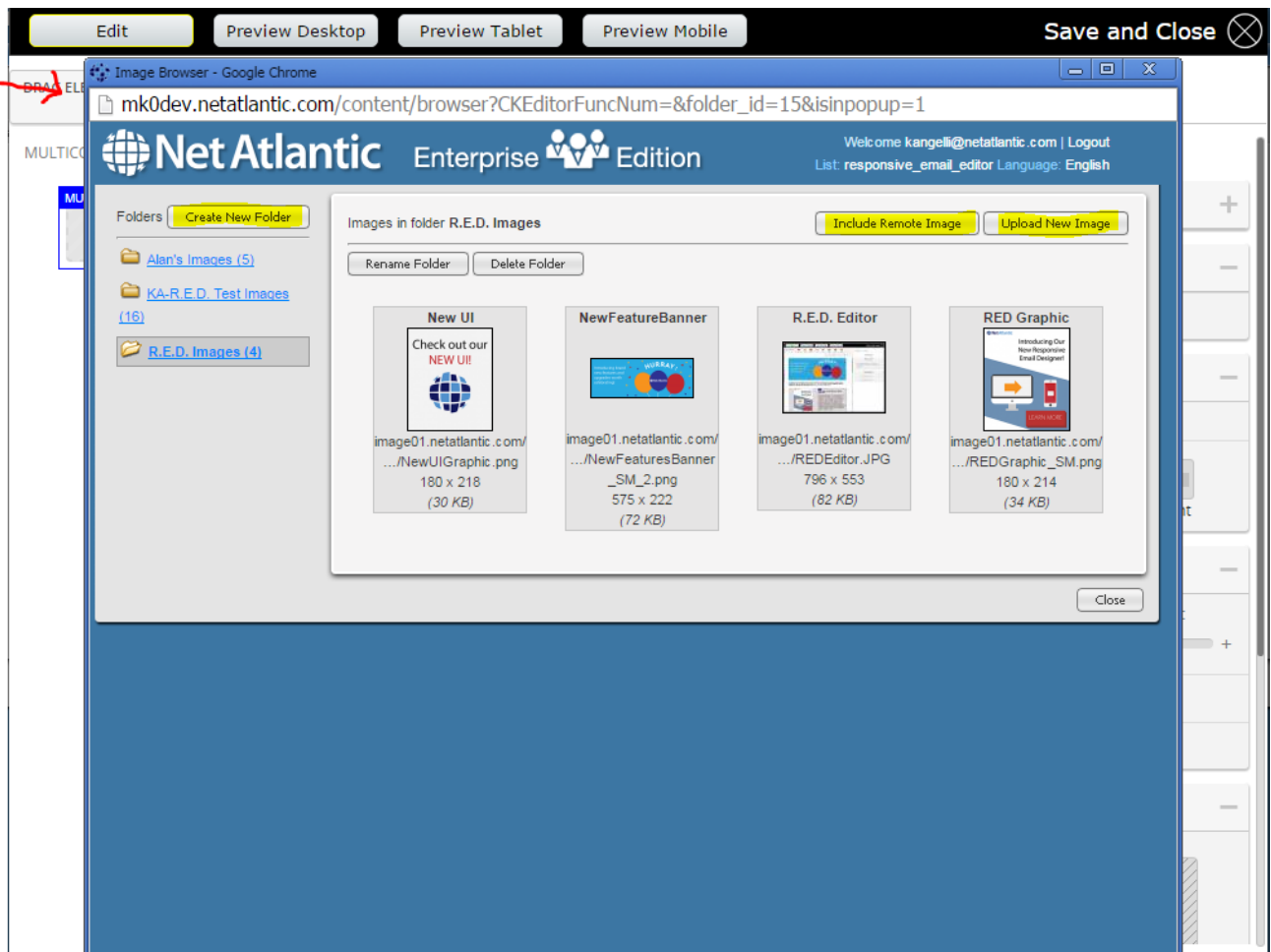
Once you have decided which image you want to use, and/or have added it to your Image Library, click on the image to add it to your previously selected Image Element.

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In the screenshot below, you'll see that the selected image has been added to the template. You can now adjust all the settings for the selected image from within the menu on the right.

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Previewing and Saving Your Work

While designing your responsive template, you can preview how it looks at any point throughout the process. You can see previews of how it will look on any of the following devices:

- Desktop
- Tablet
- Mobile (shown below)

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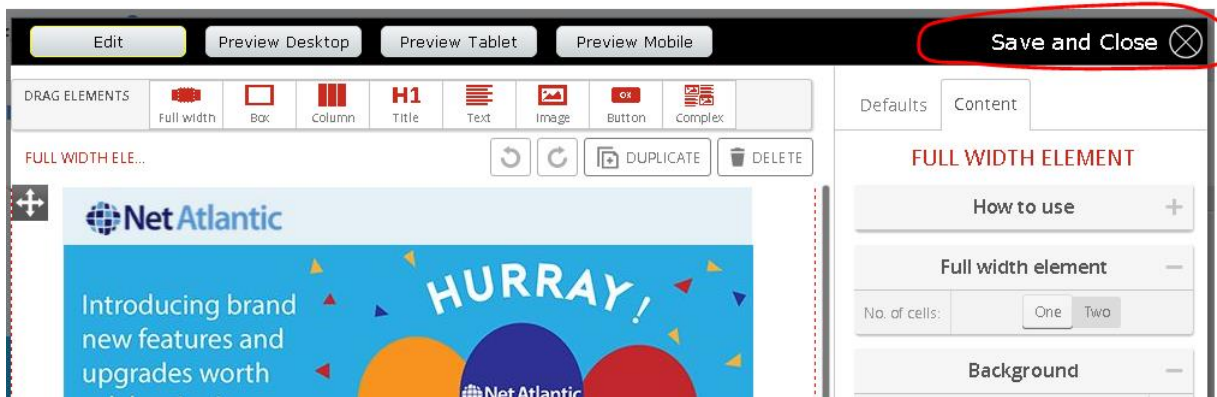**Phone: 877.263.8285 | Email: sales@netatlantic.com**
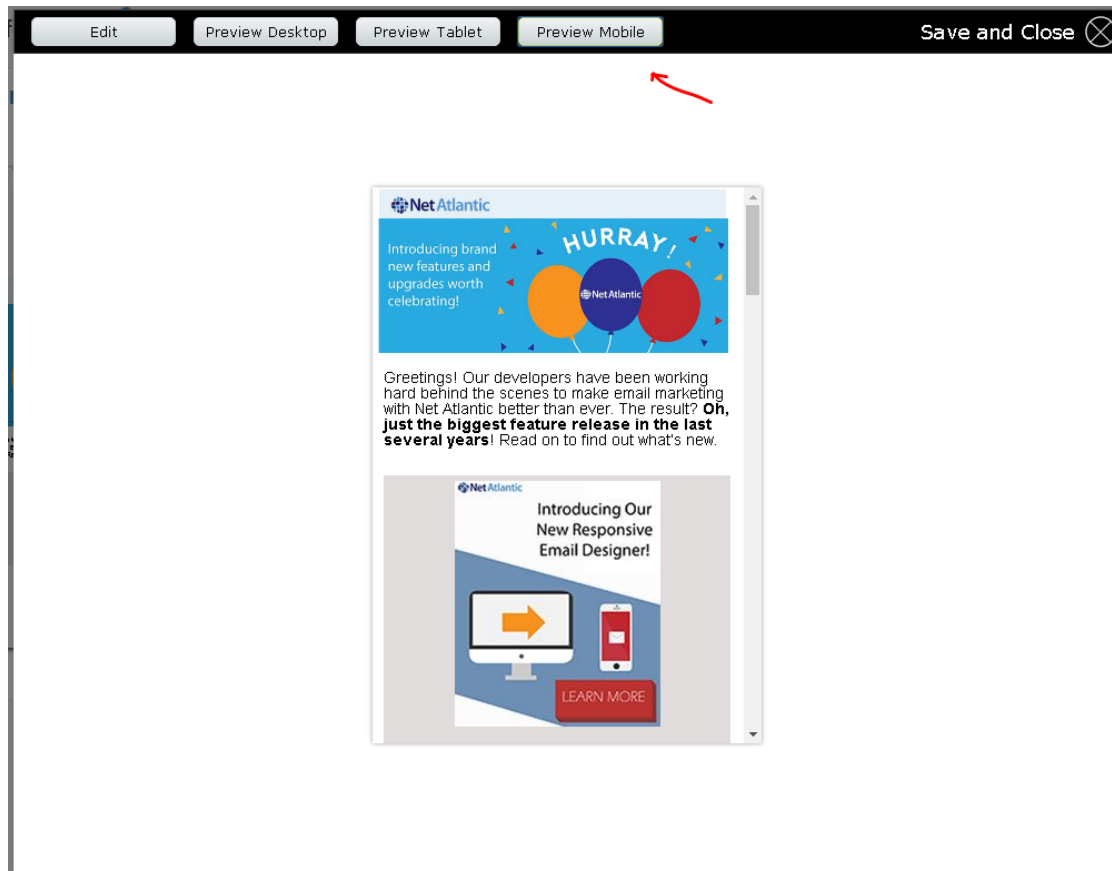
You can also change your content settings to *show or hide* specific parts of your template, depending on which device(s) it will be viewed on. This allows you to control what the user will see when your email is opened on a *Desktop, Tablet,* or *Mobile Device*.

To do this, select the Box or Column element you want to change, and use *Mobile Settings* in the right menu to adjust your settings*.*
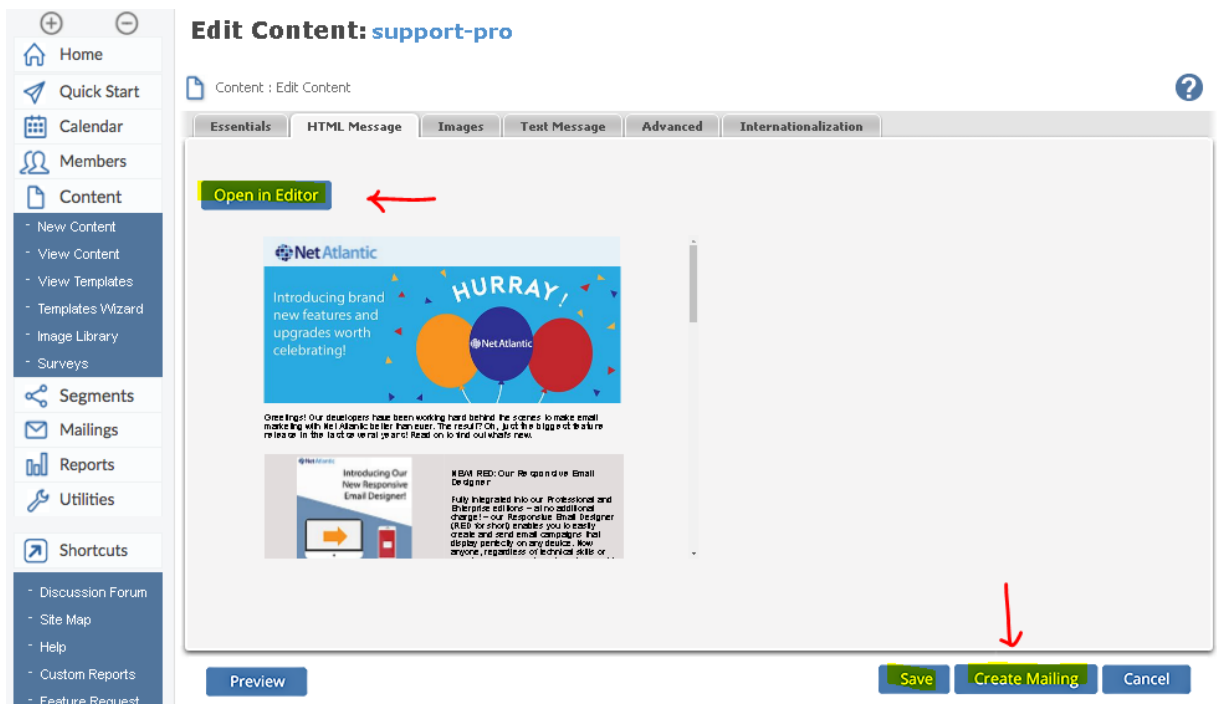
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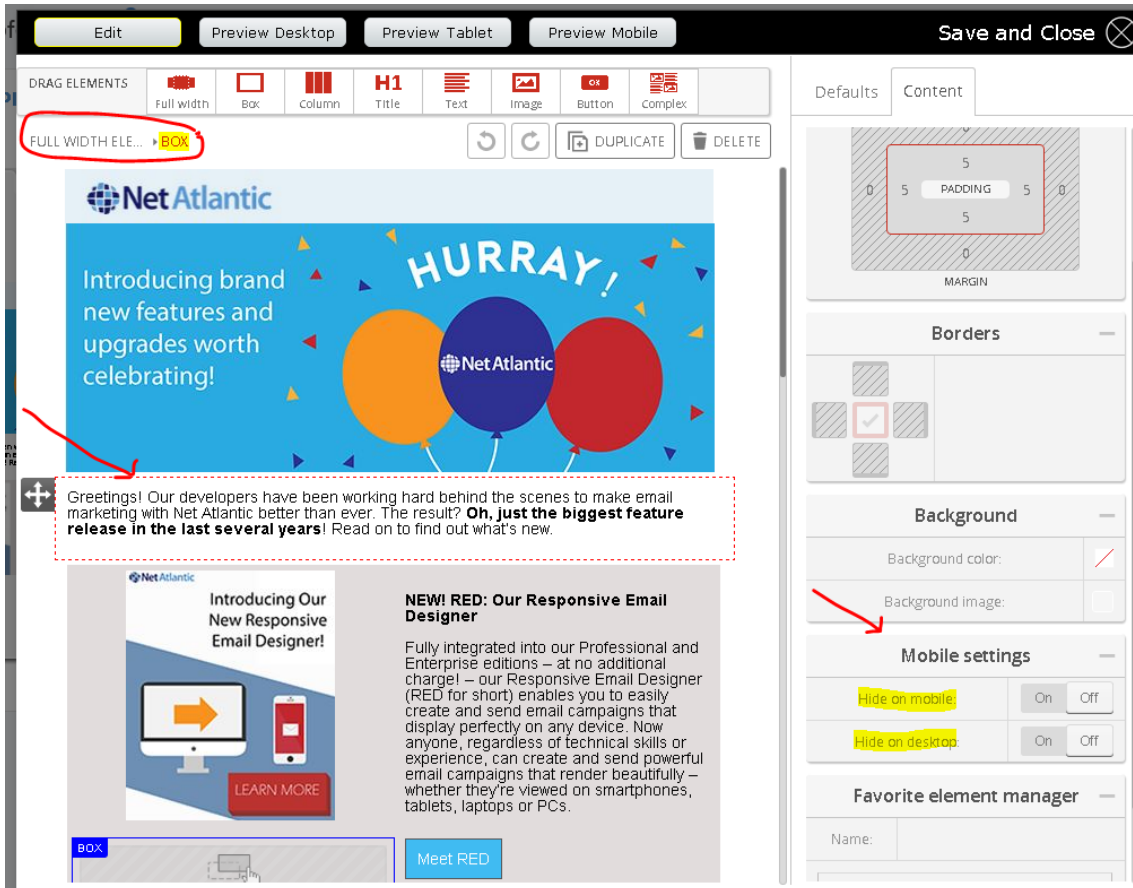
Once you're finished making your edits, you can then click *Save and Close.*

Once you've saved and closed your template, you'll see the screen below. You can save and close often as you wish as you create your email.

We hope this guide has been helpful in getting you started with RED!

If you need additional help, don't hesitate to give our support team a call at 978-219-1930, or send an email to support@netatlantic.com.

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