LESSON 05 · DESIGN

Designer basics

Build an email from blocks, change anything in the properties pane, and set up the email as a whole.

Revision 1 · 21 November 2026 About 10 minutes

IN THIS LESSON

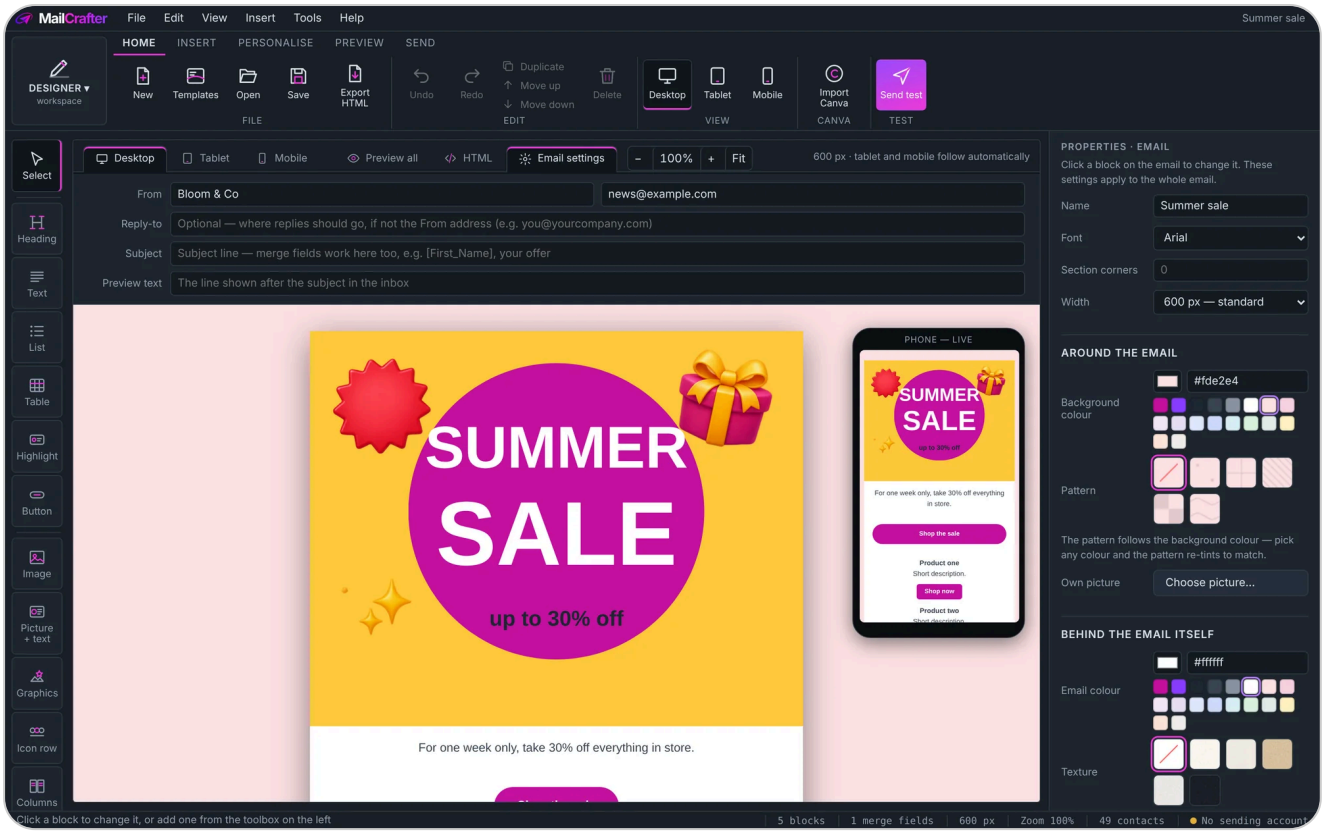
- Add, move, copy and delete blocks
- Change a block in the properties pane
- Set the email width, colours, background and font
- Use views, zoom and undo

Blocks

An email is a stack of **blocks**. The toolbox on the left holds them, in the same groups as the **Insert** tab:

- **Content**: Heading, Text, List, Table, Highlight, Button
- **Media**: Image, Picture + text, Columns, Graphics, Icon row
- **Layout**: Divider, Spacer, Section break
- **Brand**: Hero, Header, Social links, Footer
- **Code**: HTML, for your own code

Click a block to add it after the selected one, or drag it to exactly where you want it. Many blocks open a **gallery** of ready-made styles first: pick one and change it afterwards.



Selecting and changing

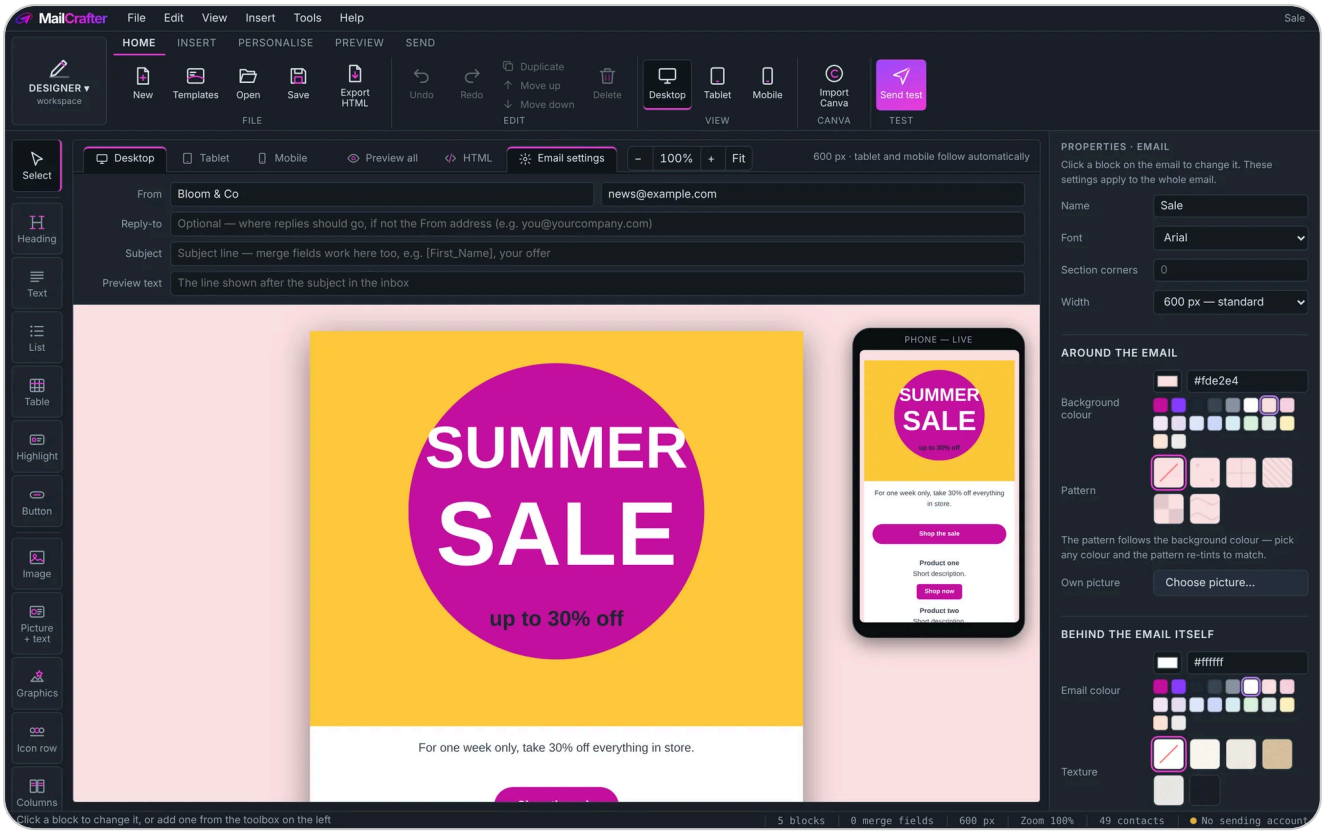
- Click a block to select it. Its settings appear in the **Properties** pane on the right; changes show immediately.
- The buttons beside a selected block move it up or down, copy it and delete it. The same commands are on the **Home** tab: **Duplicate**, **Move up**, **Move down** and **Delete**.
- Most blocks have three more sections at the bottom of their properties: **Box** (a coloured card with border and rounded corners around the content), **Strip** (the full-width band the block sits in) and **Visibility** (show on all devices, desktop only or mobile only).
- **Undo** and **Redo** (Ctrl+Z, Ctrl+Y) take back any change.

Email settings

Click empty space beside the email, or the **Email settings** tab above it, to change the whole email:

- **From**, **Reply-to**, **Subject** and **Preview text** (the line inboxes show after the subject). Merge tags work here too.
- **Width**: 600 px is the standard; full width stretches across wide screens.

- **Font** for the whole email, and **Section corners** for rounded cards.
- **Around the email**: the **Background colour**, a **Pattern** that takes its tint from that colour, or your own picture.
- **Behind the email itself**: the **Email colour** and an optional paper **Texture**. A block with its own Strip colour covers these.



Views, zoom and saving

- The tabs above the email switch between **Desktop**, **Tablet**, **Mobile**, **Preview all** and **HTML**. You design on Desktop; the others follow.
- **−**, **+** and **Fit** zoom the email; `Ctrl` + mouse wheel zooms too.
- **Save** keeps the design in MailCrafter; **File** › **Export HTML** saves a copy as an HTML file.

> **Try it.** Start a **New** email, add a Heading, a Text block and a Button, then give the button a link to your website and change its colour.

Revision history

Revision	Date	What changed
1	21 November 2026	First edition.