LESSON 08 · DESIGN

Hero banners and layers

Build the big banner at the top of an email from layers you can move, rotate, resize and stack, as in a design app.

Revision 1 · 21 November 2026 About 10 minutes

IN THIS LESSON

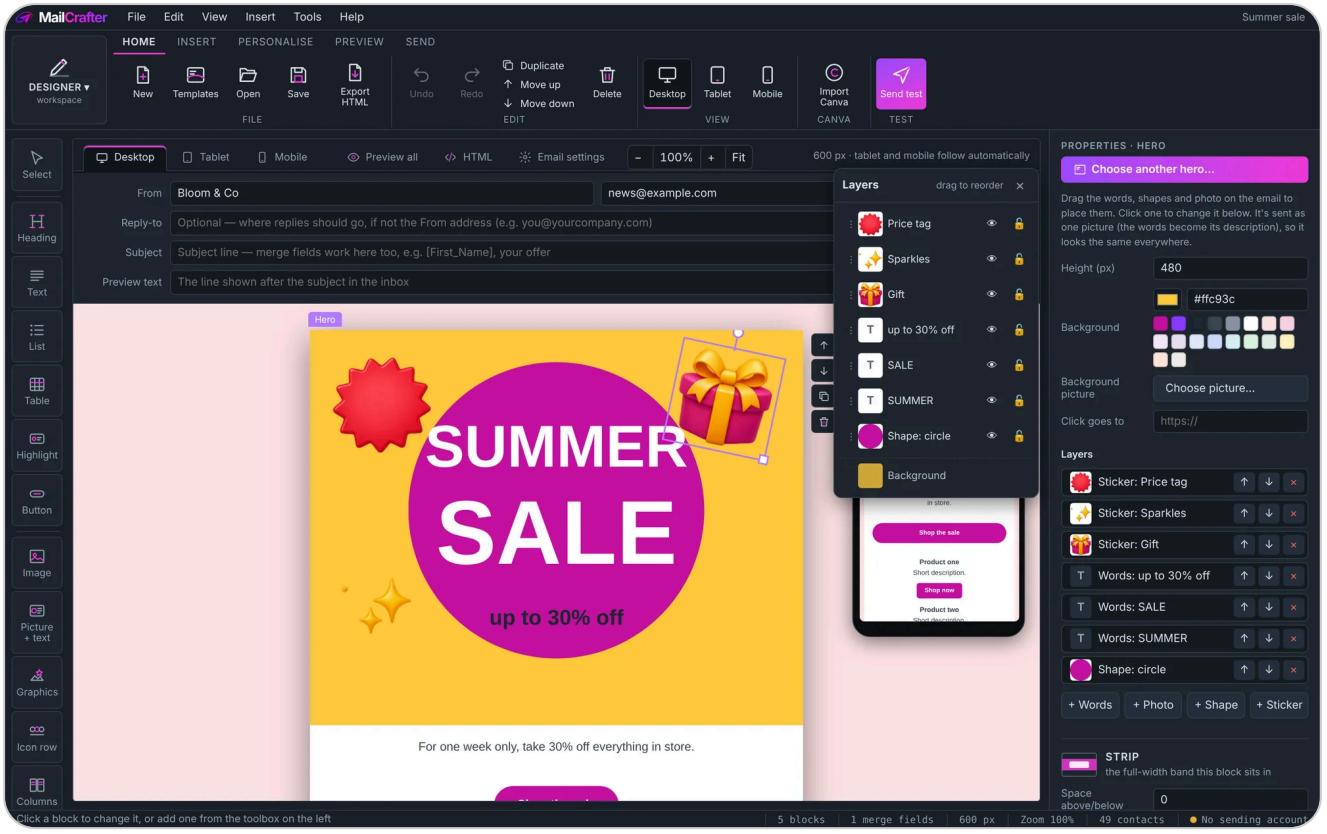
- Add a hero and choose a style
- Move, rotate and resize layers on the email
- Use the Layers panel to reorder, hide and lock
- Understand what happens when you send

Add a hero

Click **Hero** in the toolbox and pick a style from the gallery: a bold colour with a curve, a full-width photo, a circle with a headline. A hero is a stack of **layers**: shapes, a photo, words and stickers.

To put your own photo in, double-click the photo layer, or drag a picture file onto the hero. If the photo fills the background, click **Make it a movable layer** in the properties pane to move and resize it like the others.

Working with layers



- Click a layer to select it. Drag it to move it; drag a corner handle to resize; drag the round handle to rotate.
- Double-click words to edit them.
- Use the arrow keys to nudge a layer; hold `Shift` to move it further. `Delete` removes it.
- **Bring to front** and **Send to back** in the properties pane change which layer sits on top.
- Click outside the hero to let go of the layer.

The Layers panel

When a hero is selected, the floating **Layers** panel lists every layer, top to bottom. Drag a layer up or down to restack it, click the eye to hide it, and click the lock so it can't be moved by accident. Drag the panel by its title to wherever suits you.

Adding graphics to a hero

Select the hero, open **Graphics**, and click a sticker or badge: it lands on the hero as a new layer. You can also drag a graphic from the library straight onto the hero.

What happens when you send

Email programs can't stack pictures and words on top of each other reliably, so when you send, MailCrafter merges the hero into one sharp picture, at twice the size it's shown for crisp screens. That way it looks exactly as designed in every inbox, Outlook included. Words in a hero are part of the picture, so keep important details, such as prices and dates, in the text below it too.

An animated sticker on a hero is merged too, so it arrives still. Add animations as their own block to keep them moving.

Try it. Start from a hero with a circle, put your offer in the headline, add two stickers from Graphics, tilt one, and send it behind the headline.

Revision history

Revision	Date	What changed
1	21 November 2026	First edition.