

**Rows** and **Content** are the basic building blocks of emails designed in Ascent360. This article describes how to combine Rows, Content, and adjust the Global Settings of your email design to produce a stunning design.

In this article:

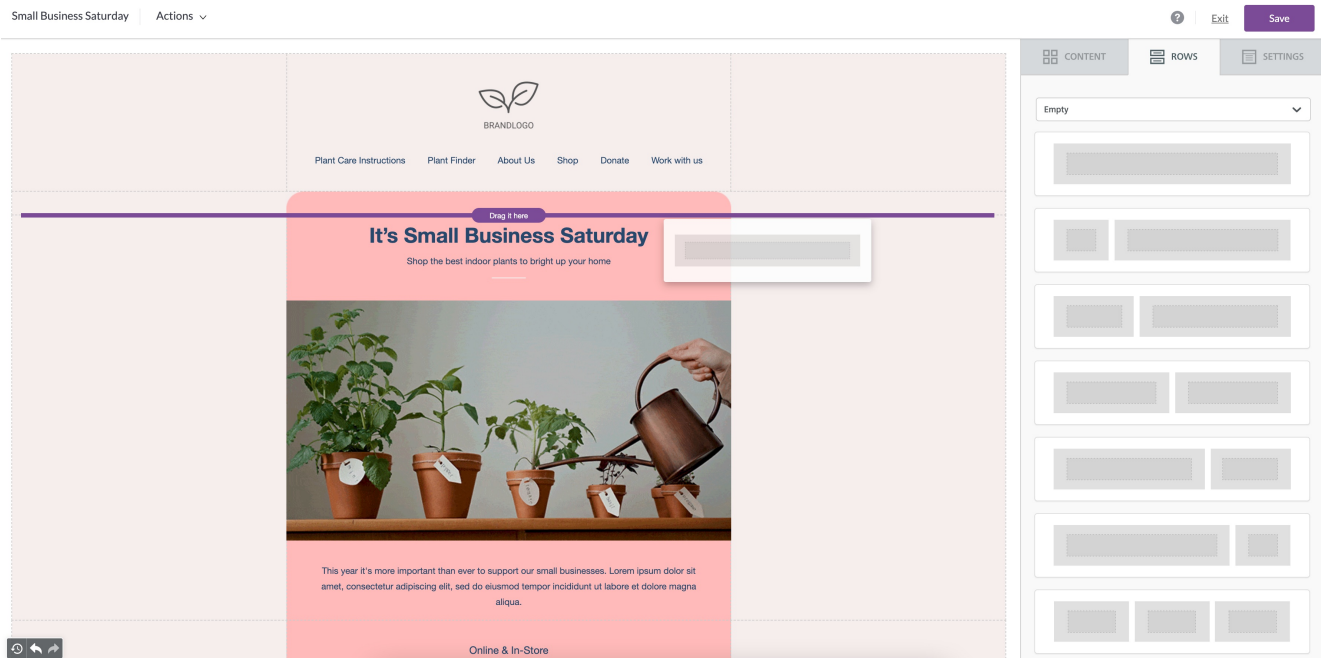
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## Rows

Rows are structural units that define the horizontal composition of a section of the message by using columns. A row can include one to four columns.

Using more than one column allows you to put different content elements side by side.

You can add all the structural elements you need to your message regardless of the template you selected when you started.



For example, you can select a background color for the entire row, only the message area, or a specific column within it.

## Content

This section includes a series of tiles that represent the different kinds of content you can use in your message.

To use a content block, just drag one inside a column, it will auto-adjust to the column width.

Every content block has its own settings, such as granular control on padding. The right-side panel automatically switches to a property panel for the selected content element.

The screenshot displays the email design tool interface. At the top left, there is a breadcrumb trail: "Small Business Saturday" followed by "Actions" with a dropdown arrow. The main workspace shows a preview of an email design for "BRANDLOGO". The design includes a header with navigation links: "Plant Care Instructions", "Plant Finder", "About Us", "Shop", "Donate", and "Work with us". The main content area features a pink banner with the text "It's Small Business Saturday" and "Shop the best indoor plants to bright up your home". Below the banner is an image of a hand watering several potted plants. At the bottom of the banner, there is a text block with placeholder text: "This year it's more important than ever to support our small businesses. Lorem ipsum amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua." and a link "Online & In-Store".

On the right side, there is a settings panel for the selected content block. The panel has tabs for "CONTENT", "ROWS", and "SETTINGS". The "CONTENT" tab is active. The settings are organized into sections:

- CONTENT PROPERTIES:** Includes an "Unlocked" toggle (currently off), an "Auto width" toggle (checked), a width slider set to 20% (with 100% markers), and a "Full width on mobile" checkbox (checked).
- Align:** Three alignment options (left, center, right) with the center option selected.
- Dynamic image:** A toggle switch (currently off).
- Image:** Includes "Change image" and "Apply effects & more" buttons. The "Url" field contains "https://d10co4z2z1fhwpc.cloudfront.net/templates/default/1" and the "Image name" is "indoor\_plants\_2.gif".
- Alternate text:** A text field containing "Indoor plants".
- ACTION:** Includes an "Image link" dropdown set to "Open web page". The "Url" field contains "http://www.example.com". There is also a "Special links" section with a "Link file" option.
- BLOCK OPTIONS:** A section for additional block-specific settings.

## Settings

Use the **Settings** tab to adjust the global properties of the email design. Rather than configuring the properties of every content block, you can leverage the **Settings** to alter how properties inherit to content blocks and build a coherent message very quickly.

For more on **Settings** in the Email Designer, please see [Email Settings Overview](#)