


Advertising Copywriting

Richard Williamson • Fort Myers, FL

“It’s all about you” became the slogan for a large and leading community college in Southwest Florida. This ad series combined visual and textual themes and plays on words/images to reach a varied and diverse target market via newspaper and magazine print advertisements.

In addition to the copywriting, I also did the concept, design, and production.

It’s all about
YOU
...and taking time to learn




Think of it as a wake up call for your mind. To be successful in an increasingly competitive world, you need a quality education.

For almost 40 years, we’ve proved that you have to get up pretty early in the morning to find a better educational value in Southwest Florida than Edison Community College.

Best of all, you won’t lose sleep over the cost. Edison provides the best value for your education dollar—and the quality of instruction and variety of course offerings are second to none.

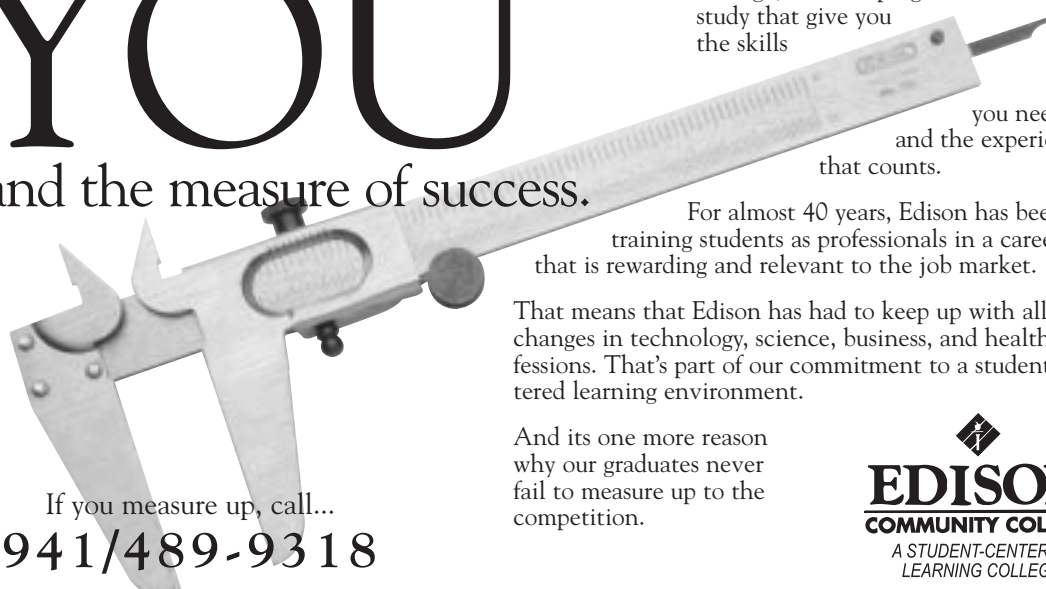
It’s no wonder Edison Community College is the choice of so many of today’s sharpest students in Lee, Collier, and Charlotte counties.



EDISON
COMMUNITY COLLEGE
A STUDENT-CENTERED
LEARNING COLLEGE

Don’t get caught napping, call...
941/489-9318

It’s all about
YOU
...and the measure of success.




When employers look at a job applicant, they look at one thing: experience. At Edison Community College, we offer programs of study that give you the skills you need and the experience that counts.

For almost 40 years, Edison has been training students as professionals in a career that is rewarding and relevant to the job market.

That means that Edison has had to keep up with all the changes in technology, science, business, and health professions. That’s part of our commitment to a student-centered learning environment.

And its one more reason why our graduates never fail to measure up to the competition.



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LEARNING COLLEGE

If you measure up, call...
941/489-9318

It’s all about
YOU
...and the doors you’ll open.



EDISON
COMMUNITY COLLEGE
A STUDENT-CENTERED
LEARNING COLLEGE

A quality education opens more than minds. It also opens doors.

For almost forty years, Edison Community College has been helping students find the keys that open all the right doors. Business. Technology. Health Care. Public Safety. Advanced Degrees.

Today, Edison is still expanding the minds and broadening the horizons of thousands of local students who will become tomorrow’s experts in their fields and leaders in their communities.

Call Edison Community College today to learn how to unlock the door to a brighter future.

800/749-2322