

John H. Jacobs

ANIMATION + DESIGN + MARKETING

ABOUT

PRINT + TRADITIONAL

IDENTITY

RELIEF PRINTMAKING

Hi! This is an interactive document. You can move around by clicking on stuff.

My name is John Hornor Jacobs and I usually go by my full name because I've had "John Jacob Jingle Heimer Schmidt" sung to me over 47,230 times in my life. Which is fine. I'm not keeping count or anything. I'm into design, animation, publishing (I'm an author) and relief printmaking.

I've worked creatively in advertising, film production, and web development since the early - *like real early* - 2000s. One of the things about working in advertising on a professional level but in a smaller town is that over time you will have done every sort of job by necessity. I've created company reports for financial institutions and I've animated a human bladder. I've designed billboards with minor dimension variations across hundreds of digital boards, I've developed videos for yogurt that aired in Times Square. I've programmed interactive Flash sites for Elvis' estate and laid out books in InDesign for authors. I've written rap songs for South Carolina's Parks and Tourism and I've had my fiction published in *Playboy* Magazine. So, you get the idea. I'm experienced.

I'm active on Twitter (for now at least) and Facebook is wholly dedicated toward my literary life promotions. Instagram has ended up being mostly printmaking and cat content. Feel free to check them out by clicking the buttons below to make sure I'm not a weirdo or lunatic.

Thank you for your time.



twitter.com/johnhornor



[instagram.com/johnnhornorjacobs](https://www.instagram.com/johnnhornorjacobs)




[facebook.com/John.Hornor](https://www.facebook.com/John.Hornor)




2023 DEMO REEL






JFK'S 1963 LINCOLN CONTINENTAL


**SOME CARS DON'T NEED TO BE IN DRIVE
TO MOVE PEOPLE.**

 THE MUSEUM OF
AUTOMOBILES MUSEUMOFAUTOS.COM



WINTHROP ROCKEFELLER'S 1951 CADILLAC FLEETWOOD

**THE ROCKEFELLERS HAD THEIR
OWN CUSTOM CAR COLOR.
SURPRISINGLY, IT WASN'T GREEN.**

MUSEUMOFAUTOS.COM  THE MUSEUM OF
AUTOMOBILES



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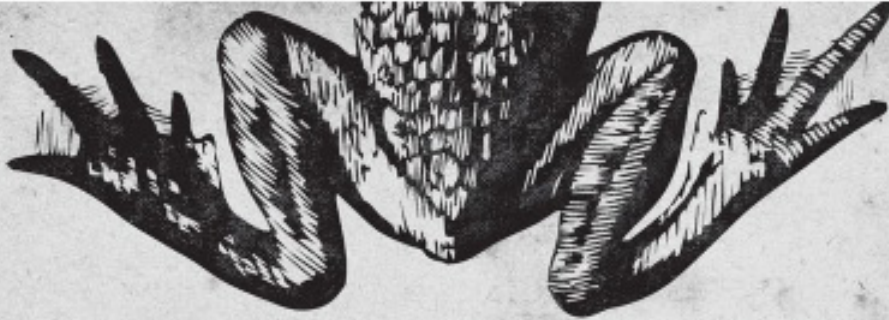
The one year you definitely want to be on Santa's naughty list.



Presenting the PK360, our first new grill in over 40 years. Order yours at PK360grill.com. Built to grill. Built to last.







A TOAD CAN COIL
ITS LEG TENDONS
LIKE SPRINGS,
HURLING ITS BODY
THROUGH THE AIR.

A MODIFICATION THAT
WOULD BE INCREDIBLY
HELPFUL FOR CYCLISTS
STRAINING TO PULL AWAY
FROM THE PELOTON.

ARE YOU READY
TO TAKE ON THE TOAD?



MAY 2 | FACEBOOK.COM/TOURTOAD

LICKING A TOAD'S SKIN
RELEASES BUFOTOXINS,
WHICH CAN CAUSE A
HALLUCINOGENIC EFFECT.



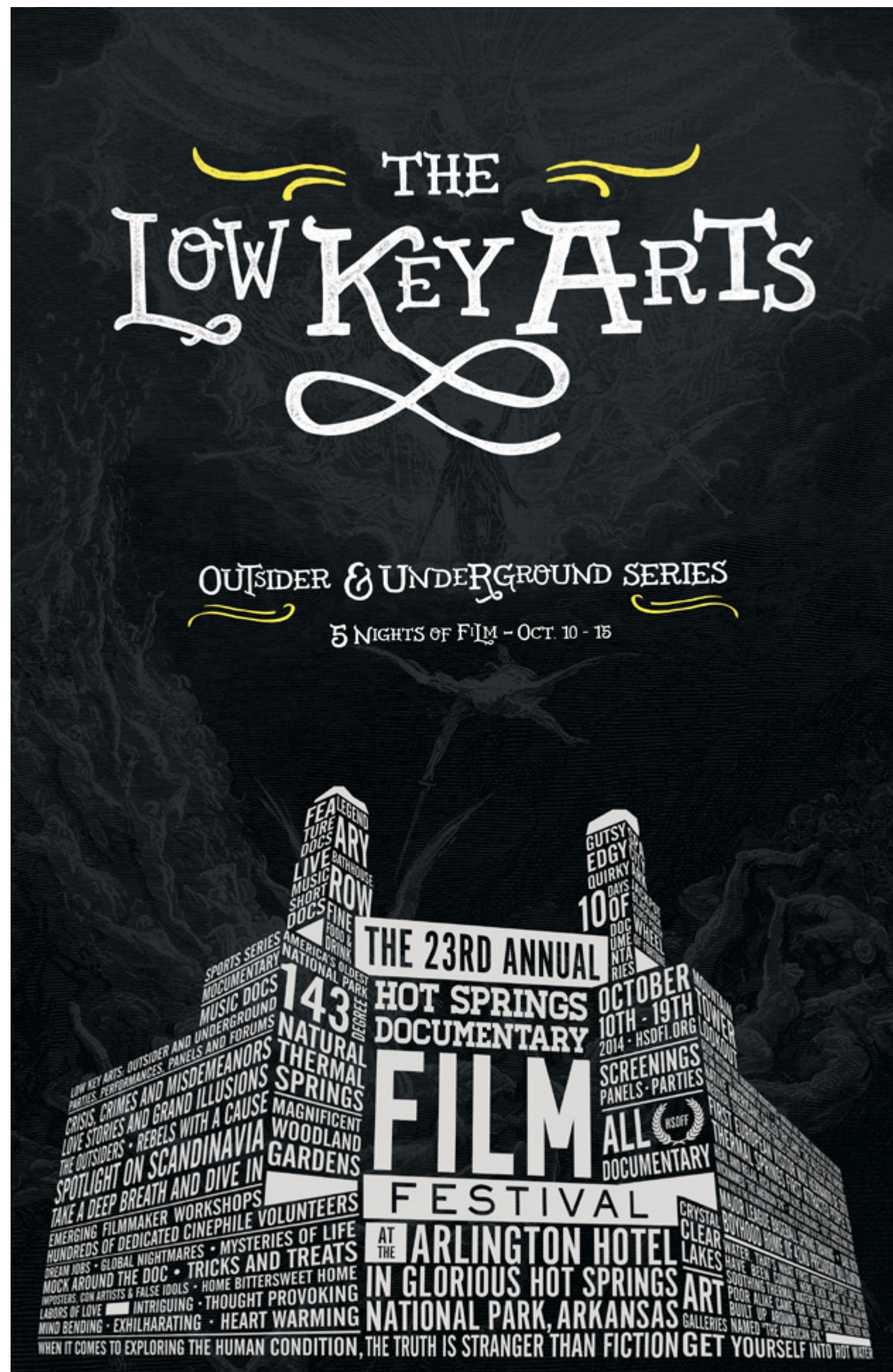
A FEELING NOT UNLIKE
THE PURE ADRENALINE
RUSH OF SPRINTING
TOWARD THE FINISH LINE.



ARE YOU READY
TO TAKE ON THE TOAD?



MAY 2 | FACEBOOK.COM/TOURTOAD



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**31ST ANNUAL
MUSIC FEST**
EL DORADO, AR

OCTOBER 18-20, 2018
THE BEACH BOYS • SMOKEY ROBINSON • BRAD PAISLEY • ZZ TOP
HANK WILLIAMS JR. • CHINGY • YING YANG TWINS • PETEY PABLO

For tickets and more info visit **ELDOMAD.COM**

MAD
MURPHY
ARTS
DISTRICT

31st Annual
MUSICFEST

OCTOBER 18-20, 2018
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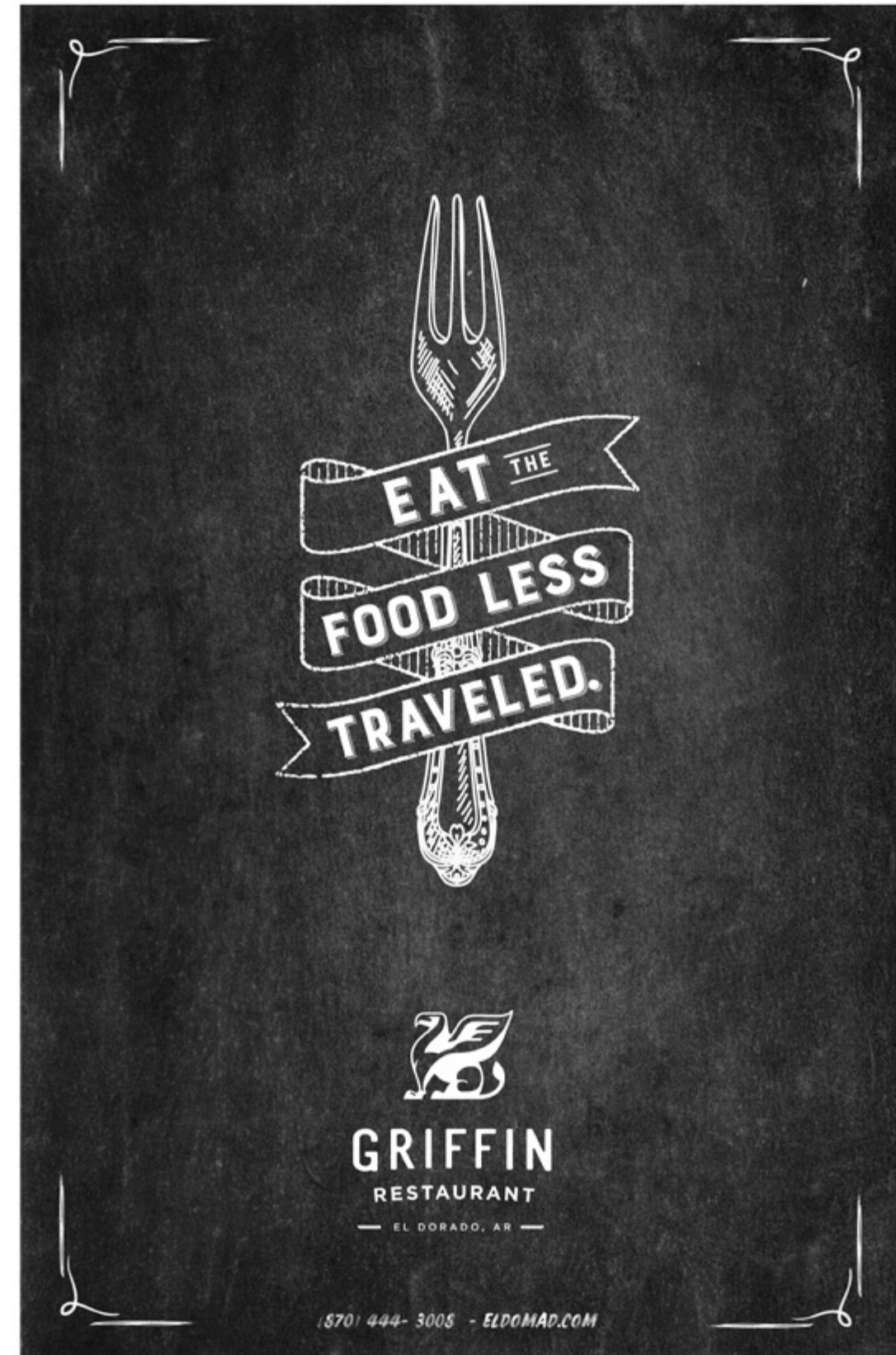
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DISTRICT

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EVERYONE'S GETTING INTO THE HOLIDAY SPIRIT.

Holidays are the time of year when we all want to feel warm and cozy. Heifer gifts for the holidays aren't just a donation. Your gift of an animal is one critical brick in the foundation of a future. A future free of poverty for a family in need. Just one goat can provide a family with nutritious milk to drink and income to buy medicine and education. This season, give a gift that makes a huge difference and builds sustainable, self-reliant livings for families and communities around the world. Together, we have power over hunger and poverty.

This is no ordinary gift. Learn more at Heifer.org.



#giveheifer



EVERYONE'S GETTING INTO THE HOLIDAY SPIRIT.

Holidays are the time of year when we all want to feel warm and cozy. Heifer gifts for the holidays aren't just a donation. Your gift of an animal is one critical brick in the foundation of a future. A future free of poverty for a family in need. Just one llama can produce enough wool to make blankets, ponchos, carpet, and rope. And its milk is lower in fat and salt than cow or goat milk. This season, give a gift that makes a huge difference and builds sustainable, self-reliant livings for families and communities around the world. Together, we have power over hunger and poverty.

This is no ordinary gift. Learn more at Heifer.org.



#giveheifer

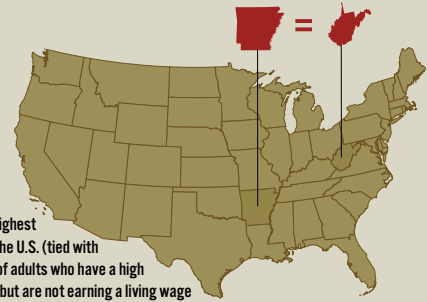


ARKANSAS CAREER PATHWAYS INITIATIVE

A TANF-funded program for LOW INCOME PARENTS improving EMPLOYMENT OPPORTUNITIES through HIGHER EDUCATION

46TH

Arkansas ranks 46th in U.S. for percentage of adults with an associate's degree



Arkansas has highest percentage in the U.S. (tied with West Virginia) of adults who have a high school diploma but are not earning a living wage

49TH

Arkansas ranks 49th in U.S. for percentage of adults with a bachelor's degree

CAREER PATHWAYS TARGETS

Adult parent or caretaker of children under the age of 21

Current or former recipient of Transitional Employment Assistance (TEA)

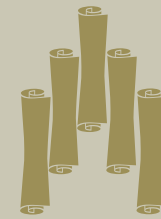
Current recipient of Food Stamps, ARKids First, or Medicaid

Those earning 250% of federal poverty level, or less

THE GOAL



Increase enrollment in post-secondary programs

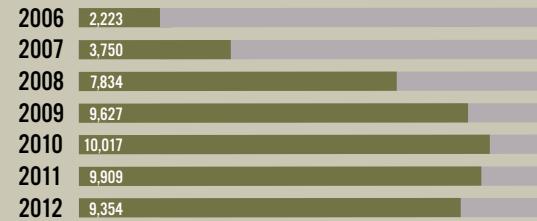


Increase degree and certification degrees

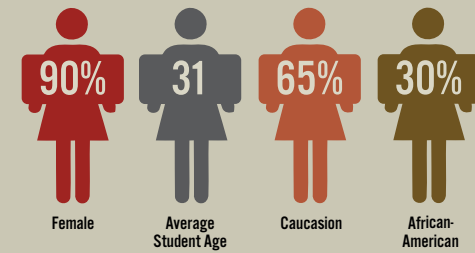


Increase job attainment & job retention

CAREER PATHWAYS ENROLLMENT GROWTH



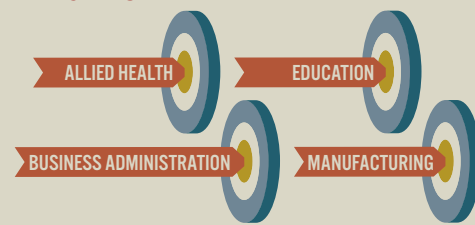
STUDENT DEMOGRAPHICS



EDUCATION & EMPLOYMENT STATUS AT TIME OF CPI ENROLLMENT



TARGET CAREER FIELDS



SUCCESS

27,900 participants with

25,440 degrees or certificates earned

55% employment

78%

student completion & retention (in 2012, 18 points higher than other community college students)

80% employment retention

- Gross income doubles (X2) within two years of CPI completion
- Income taxes paid more than double after CPI completion
- Public assistance no longer needed

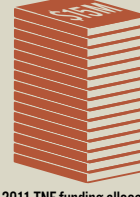
ARKANSAS CAREER PATHWAYS INITIATIVE

FUNDING

While need is high & participation increases, funding continues to decrease



100% TANF FUNDED - \$90,000,000 OVER PAST 7 YEARS



2011 TNF funding allocation

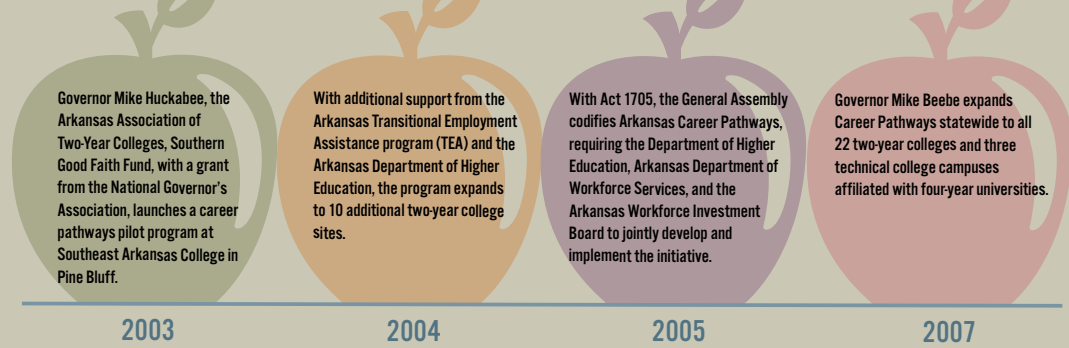


2012 TNF funding allocation

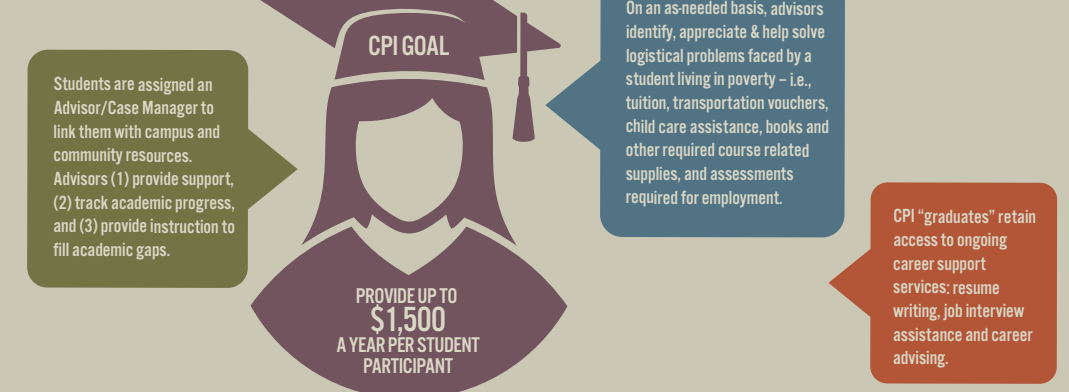


2013 Projected funding decrease

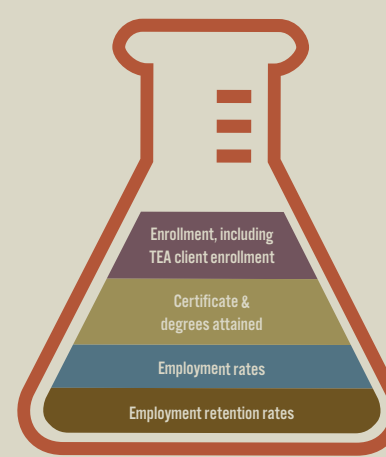
A HISTORY OF ARKANSAS CAREER PATHWAYS



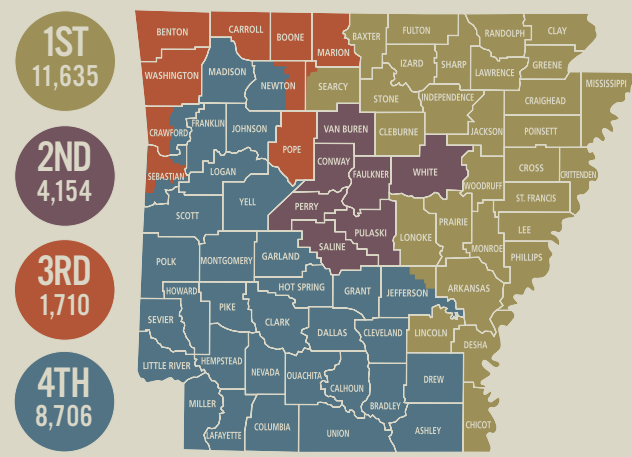
THE INVESTMENT

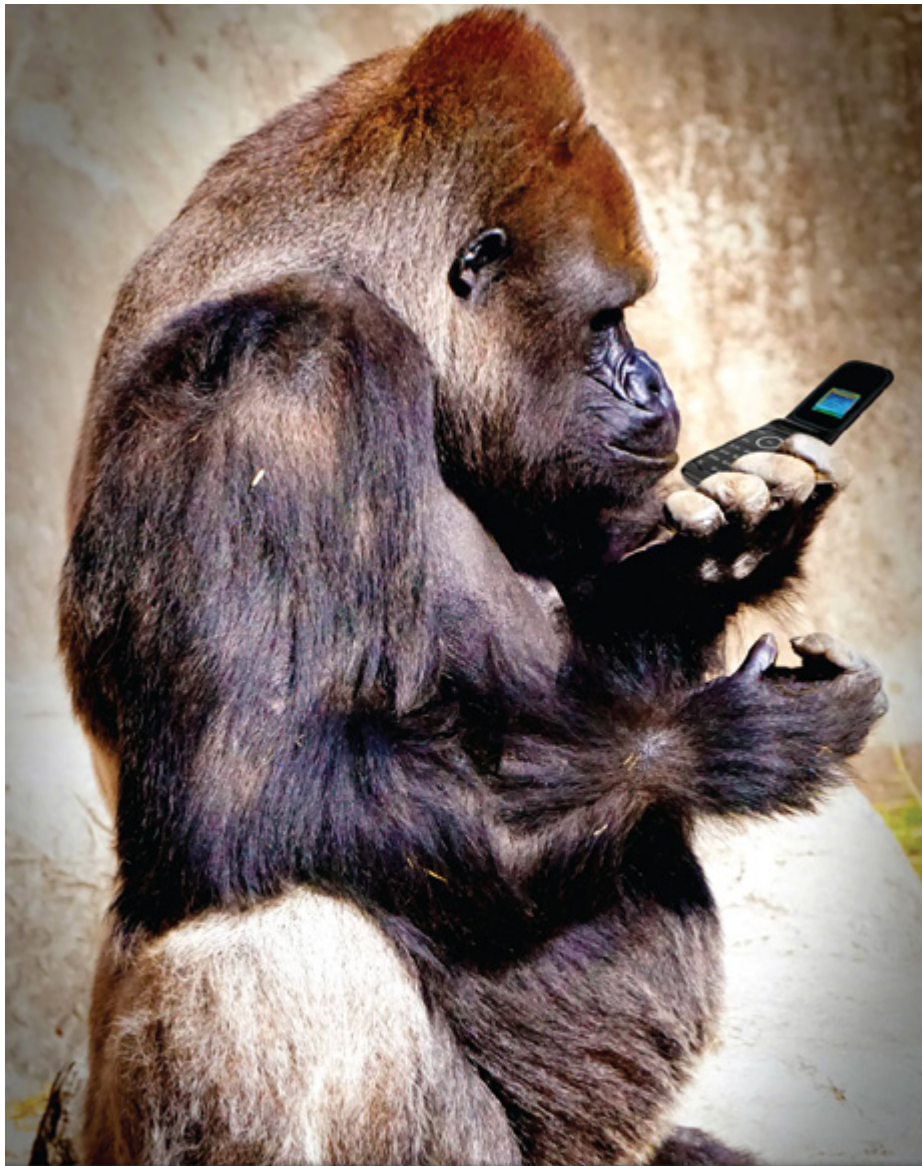


CPI OUTCOME MEASUREMENT SYSTEM



INCREASE IN DEGREES BY CONGRESSIONAL DISTRICT






**RECYCLE YOUR OLD ELECTRONICS.
BECAUSE NATURE CAN'T.**

RegionalRecycling.org |  Regional Recycling
& Waste Reduction
District




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We bring life to sound.

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TIRE DUMPING IS A CRIME.




If you fail to properly dispose of used tires, you could be arrested and face civil or criminal penalties. Learn more at RegionalRecycling.org.

REPORT OFFENDERS | 501.609.9067 

TIRE DUMPING CAN COST YOU

\$50,000

If you fail to properly dispose of used tires, you could be arrested and face civil or criminal penalties. Learn more at RegionalRecycling.org.

REPORT OFFENDERS | 501.609.9067 



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A festival of
peace, love



and fur.

DOGCHELLA

Paws on the
RUNWAY


**Rusty Tractor Farms,
West Little Rock**

The 14th Annual Paws on the Runway
October 28 | 6 – 9 p.m.
Event Chair: Michelle DuVall



CARE CENTRAL ARKANSAS RESCUE EFFORT
careforanimals.org

A Virtual and Live Event:
biddingowl.com/careforanimals



ON
LONGER
WALKS
CROWLEY
PRETENDS HE'S STROLLING
DOWN A RUNWAY DURING
FASHION WEEK
UNTIL HE FINDS THE PERFECT PLACE
TO POOP.

Paws on the
RUNWAY
Vanity Fur

May 10th | 6 - 9 p.m. | Next Level Events
careforanimals.org

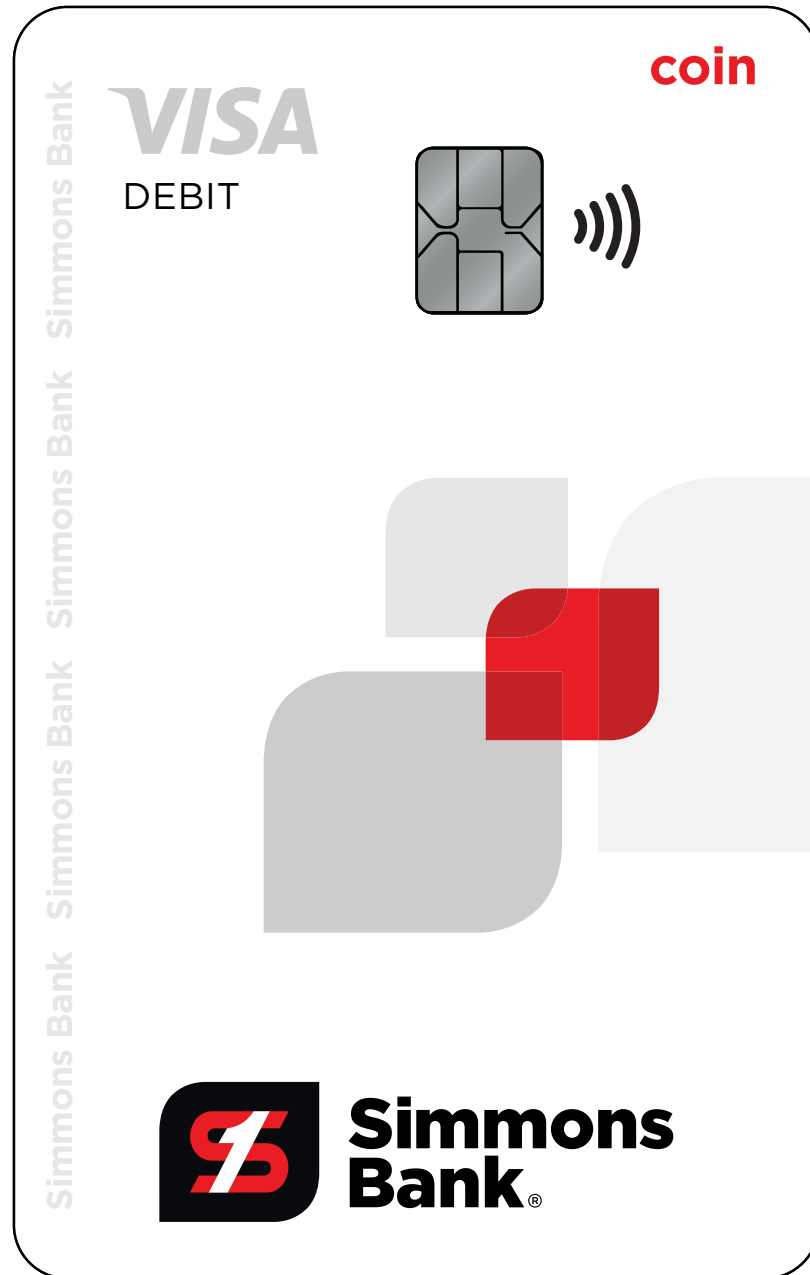


TEMPERANCE
IMAGINES HANGING OUT
UNTIL
DAWN
AT AFTER-
PARTIES WITH
**ROCK
STARS**
BUT THEN
REMEMBERS
SHE MUCH
PREFERS
**CHEW
TOY.**

Paws on the
RUNWAY
Vanity Fur

May 10th | 6 - 9 p.m. | Next Level Events
careforanimals.org



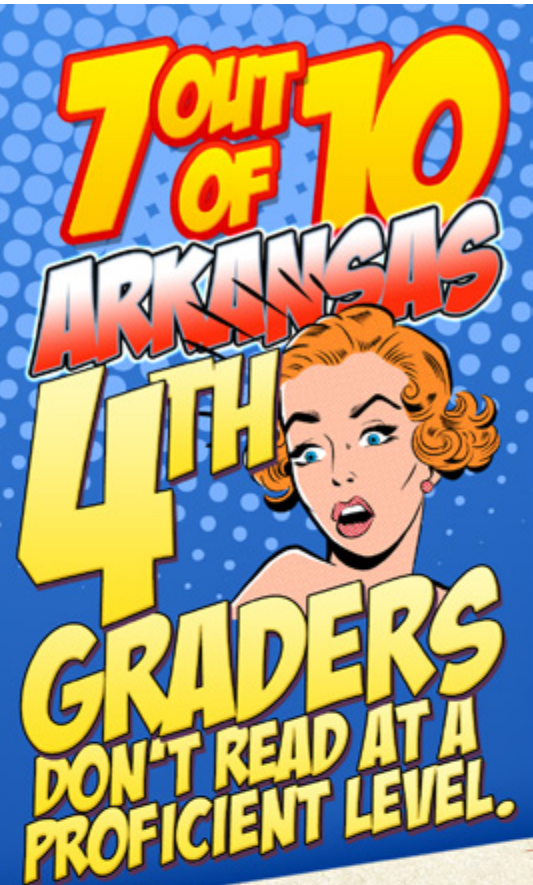




SO YOU LIKE
SUSPENSE?

WELL, TURN OVER
THIS BOOKMARK
FOR A REAL

SHOCK



**7 OUT OF 10
ARKANSAS**

**4TH
GRADERS**
DON'T READ AT A
PROFICIENT LEVEL.

BECOME A TUTOR
AND HELP SET UP
OUR CHILDREN FOR
A LIFETIME OF
SUCCESS.



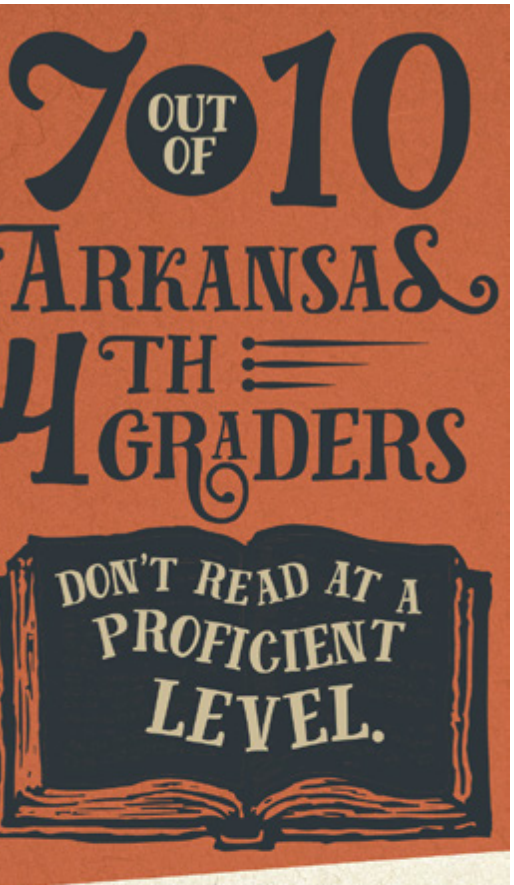
CENTRAL ARKANSAS

LEARN HOW AT
ARKIDSREAD.ORG/VOLUNTEER

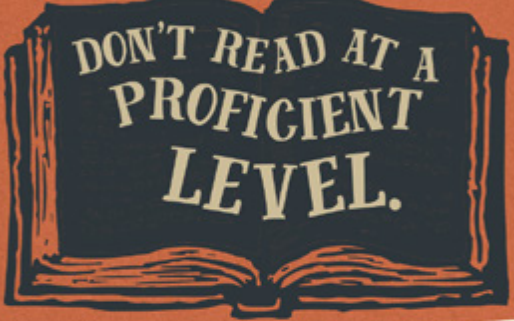


REMEMBER
THE
JOY
OF OPENING
YOUR FIRST
BOOK?

NOW
SHARE
THAT
FEELING
WITH
OTHERS.



**7 OUT OF 10
ARKANSAS
4TH
GRADERS**



BECOME A TUTOR
AND HELP SET UP
OUR CHILDREN FOR
A LIFETIME OF
SUCCESS.



CENTRAL ARKANSAS

LEARN HOW AT
ARKIDSREAD.ORG/VOLUNTEER



**Champions
for Children**



**Champions
for Children**



**Champions
for Children**



Sikorsky
A United Technologies Company

Arkansas Children's Hospital

NOT TO BE USED FOR MANUFACTURING

Arkansas Children's Hospital

 Dupont Munsell White AF 1502	 Dupont Viper Red L3781	 Dupont Wild Cat Yellow P2349	 Dupont Blue L1998	 Dupont Grey P6180			
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12.02.13 76D-1993 COLORS ILLUSTRATED ARE APPROXIMATIONS OF ACTUAL PAINTS. APPROVAL OF PAINT COLORS MUST BE MADE FROM FURNISHED SAMPLES.

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PRINTMAKING & LINOCUTS

Here forward, you'll notice a tonal shift from the material earlier in the document. Because I am a novelist and I primarily write horror novels, I tend to create linocuts that are dark and spooky in nature. I began creating linocuts in the early 2000s and over the years I've gotten better as my familiarity with the medium has grown. I'm trying to incorporate work that isn't spooky into my workflow. Whimsical and silly and feline or animalistic. Many of these, especially the nautical related prints, are illustrations for a forthcoming novel.



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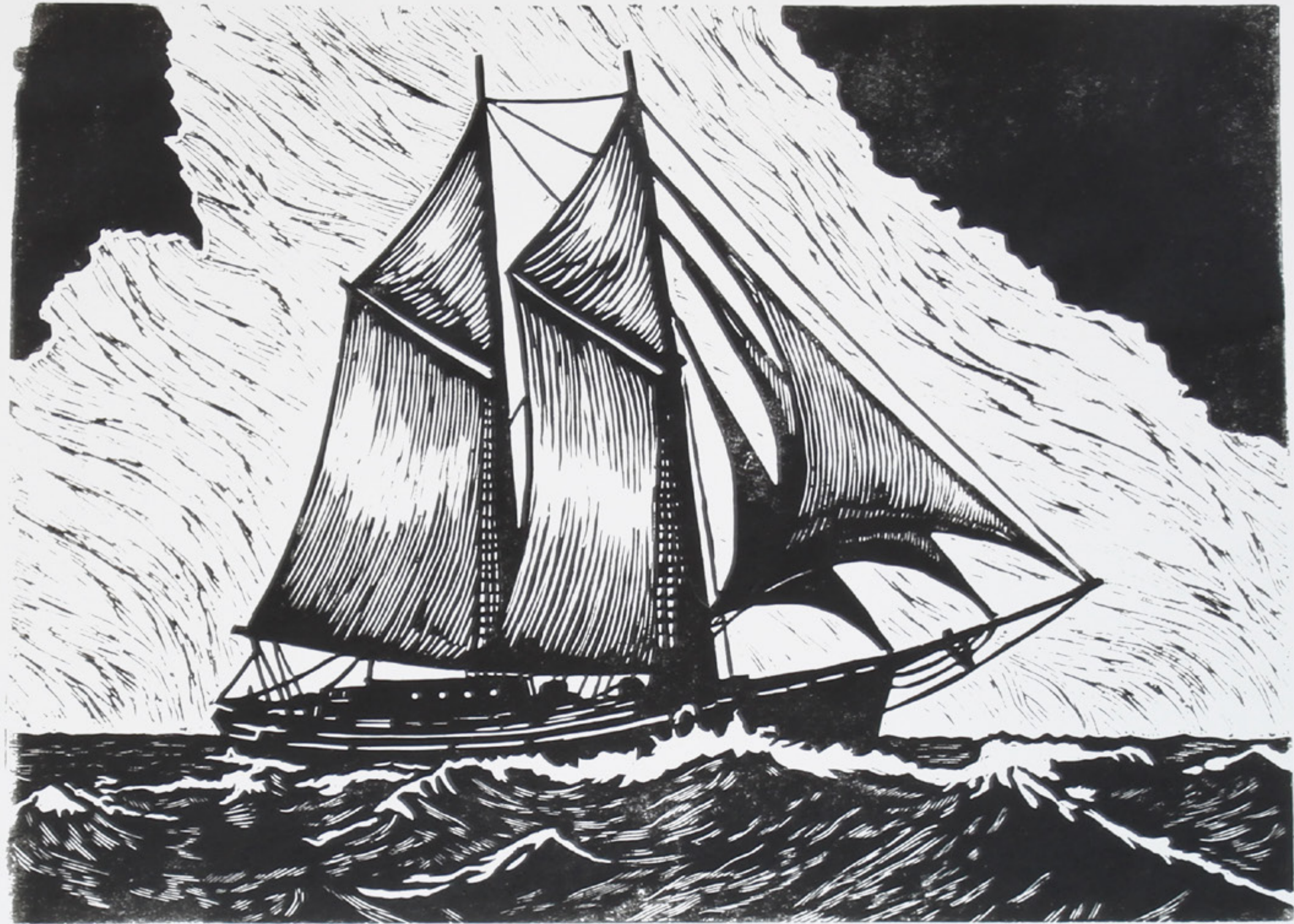


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MARKETS

NEW YORK STOCK EXCHANGE ■ NASDAQ

SYMBOL	NAME	LAST	CHG	PERCENT	52 WK	PERCENT	1 YEAR	PERCENT
SPY	S&P 500	4403.22	-14.75	-0.33%	3785.00	18.2%	10.0%	
NDX	NASDAQ	14762.67	-102.50	-0.69%	12450.00	19.3%	12.0%	
DJIA	DOW	33000.00	-100.00	-0.30%	32500.00	1.5%	5.0%	
COMP	COMPASS	100.00	0.00	0.00%	90.00	11.1%	10.0%	
AMZN	AMAZON	3400.00	50.00	1.5%	2800.00	21.4%	15.0%	
GOOGL	GOOGLE	2800.00	40.00	1.4%	2400.00	16.7%	12.0%	
MSFT	MICROSOFT	360.00	5.00	1.4%	320.00	12.5%	10.0%	
FB	FACEBOOK	120.00	2.00	1.7%	100.00	16.7%	15.0%	
DIS	DISNEY	110.00	1.00	0.9%	95.00	15.8%	14.0%	
BA	BOEING	130.00	2.00	1.5%	110.00	18.2%	17.0%	
WMT	WALMART	140.00	1.00	0.7%	125.00	12.0%	11.0%	
PG	PROCTER	140.00	1.00	0.7%	125.00	12.0%	11.0%	
KO	KOPELAND	40.00	0.50	1.2%	35.00	14.3%	13.0%	
PEP	PEPSICO	160.00	1.00	0.6%	145.00	10.3%	9.0%	
CVX	CHEVRON	140.00	1.00	0.7%	125.00	12.0%	11.0%	
XOM	EXXON	100.00	1.00	1.0%	90.00	11.1%	10.0%	
MRK	MERCK	120.00	1.00	0.8%	105.00	14.3%	13.0%	
LLY	ELI LILLY	240.00	3.00	1.2%	210.00	14.3%	13.0%	
UNH	UNITED	520.00	8.00	1.5%	450.00	15.6%	14.0%	
JNJ	JOHNSON	160.00	1.00	0.6%	145.00	10.3%	9.0%	
PFE	PFIZER	30.00	0.50	1.7%	25.00	20.0%	18.0%	
ABBV	ABBOTT	140.00	2.00	1.4%	120.00	16.7%	15.0%	
MRNA	MODERNA	100.00	10.00	11.1%	80.00	25.0%	20.0%	
CRISPR	CRISPR	50.00	5.00	11.1%	40.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	

Arkansas based stocks

SYMBOL	NAME	LAST	CHG	PERCENT	52 WK	PERCENT	1 YEAR	PERCENT
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	

Stocks of regional interest

SYMBOL	NAME	LAST	CHG	PERCENT	52 WK	PERCENT	1 YEAR	PERCENT
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	



Market watch



FINANCIAL INDICES

INDEX	LAST	CHG	PERCENT
SPY	4403.22	-14.75	-0.33%
NDX	14762.67	-102.50	-0.69%
DJIA	33000.00	-100.00	-0.30%

How to read stock tables

Stock prices are listed in dollars and cents. The highest and lowest prices are shown in the left and right margins of the table, respectively. The opening price of the company is shown in the middle of the table. The closing price is shown in the right margin. The change in price is shown in the right margin. The percentage change is shown in the right margin. The 52-week high and low are shown in the right margin. The 1-year percentage change is shown in the right margin.

Stock definitions

Stocks are listed in the table. The table shows the stock price, the change in price, the percentage change, the 52-week high and low, and the 1-year percentage change. The table also shows the stock price, the change in price, the percentage change, the 52-week high and low, and the 1-year percentage change.

Foreign stock index

INDEX	LAST	CHG	PERCENT
EURO	4400.00	10.00	0.23%
NIKKEI	33000.00	100.00	0.30%
HANGS	22000.00	100.00	0.45%

SYMBOL	NAME	LAST	CHG	PERCENT	52 WK	PERCENT	1 YEAR	PERCENT
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	
ARK	ARK	100.00	10.00	11.1%	80.00	25.0%	20.0%	



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