

Filming & Editing Notes

“I'd like you to watch more of the reference videos whenever you have time and please include this in your billing hours. For your own reference and also to give me feedback for video footage I should be capturing that will help tell more of the story of where I am as I film more videos or even how to film (still versus moving etc) because I don't think I'm very good at filming.”

Page 2: Editing breakdown of 1st Sam and Victor video

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Sam and Victor: Hong Kong Coffee Shops in a Week

https://www.youtube.com/watch?v=0DS21Bmx0qk&ab_channel=SamandVictor

INTRO:

- Wide shot (establishing shot) with ambient noises
- circle open transition
- Instagram story overlay
- Title with click



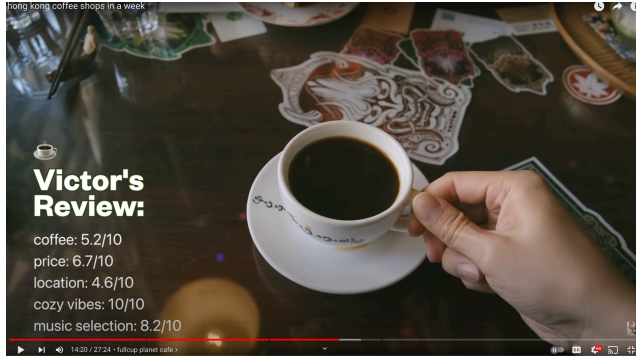
- Intro montage lasted about 30 seconds, cut with music

BODY:

Montage 1:

- not all cuts are quick; some shots held for 5-10 seconds
- Text on screen of what they got and review
- A few subtitles of thoughts, but not a lot





Traveling from coffee shop to next location:

- No music
- Subtitles are held for 4-5 seconds (with long breaks between)

Montage 2:

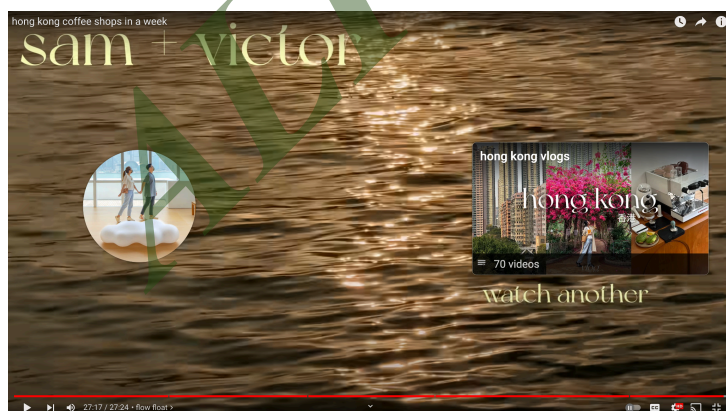
- More subtitles
- Held many shots for 5-10 seconds (the static shots with no movement were quicker)

Travel to next location:

- No music
- Some talking
- Ambience sounds of the city

This pattern, location followed by travel, is (mostly) repeated throughout the video. The travel doesn't have music, the montage of the location does. The length of cuts in the montage depends on the music. But, most clips last more than 2 seconds.

END SCREEN

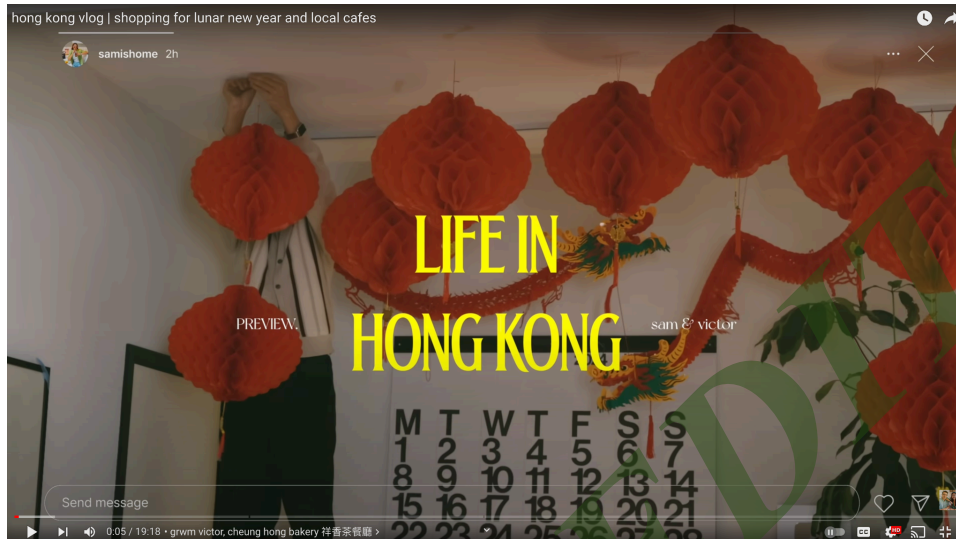


Sam and Victor: Hong Kong Vlog | Shopping for Lunar New Year and Local Cafes

https://www.youtube.com/watch?v=ILKt4SflOI4&t=365s&ab_channel=SamandVictor

INTRO:

- Circle open transition
- IG story overlay



- Intro lasted about 23 seconds
- “Let’s Start” in lower case Playfair Display

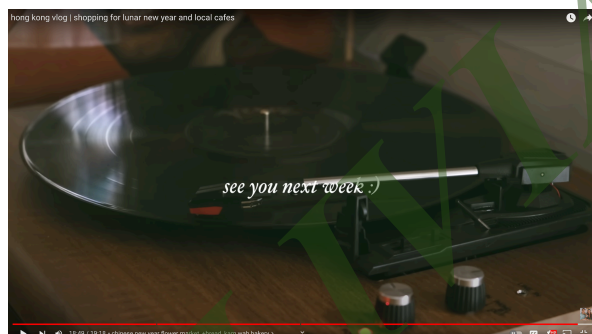
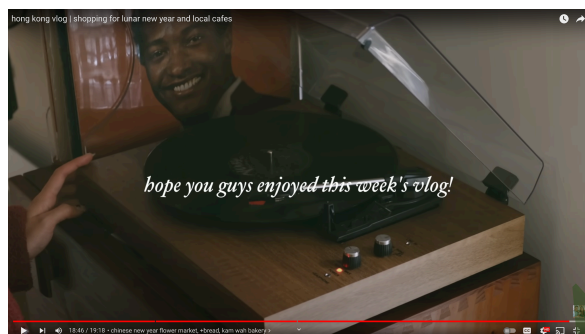


BODY:

- Similar formatting and pattern to the first video: location followed by travel
- Subtitles of thoughts were more often
- Example of text on screen:



OUTRO:



Common Sam and Victor Edits

CAPTIONS:

- No “.” “,”



MUSIC (1st Sam and Victor video. The second had the same genres):

1. Light strings with nature ambiance, calm
2. (no music while talking) upbeat lo-fi with synths, vocals
3. Soft piano (Ghibli-esque)
4. Jazz, upbeat
5. Bachata or salsa dance music
6. Vintage song (Frank Sinatra inspired) medium pace with vocals
7. Calm, lo-fi
8. Upbeat jazz
9. Lo-fi jazz, medium-pace
10. Slow soft piano (similar to 3)
11. Upbeat lofi
12. Upbeat lo-fi jazz

- Music stopped for travel sections
- Ambiance of the shops, city sounds, people

COLOR GRADE:

Grades vary, but there's almost always:

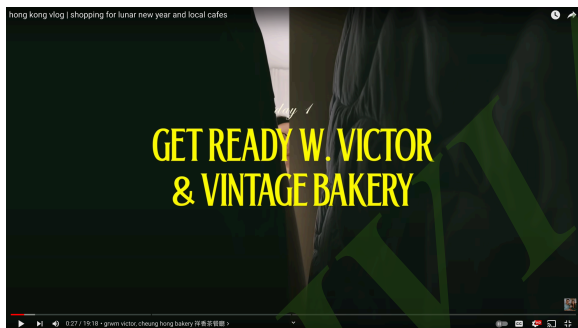
- green in the darks and orange/yellow in the highlights
- Midtones are whatever makes skin tones look normal (likely orange in most situations)
- Blacks are faded
- I think some of the clips have red in highlights.

TRANSITIONS:

- Sometimes a black screen with a camera shutter sound effect
- I saw one fade in transition
- Intro always has circle in transition

TITLES:

- High contrast with titles (not always with smaller text). Sometimes this means putting drop shadow or outline
- Titles are yellow
- Titles are in all caps, other text is in lowercase. Subtitles follow grammatically correct capitalization



LOCATIONS:

- Sometimes paired with a click sound effect



Hitomi Mochizuki: Backpacking through the Spanish Mountains

https://www.youtube.com/watch?v=H0dnyQ-3Kkc&ab_channel=HitomiMochizuki

INTRO:

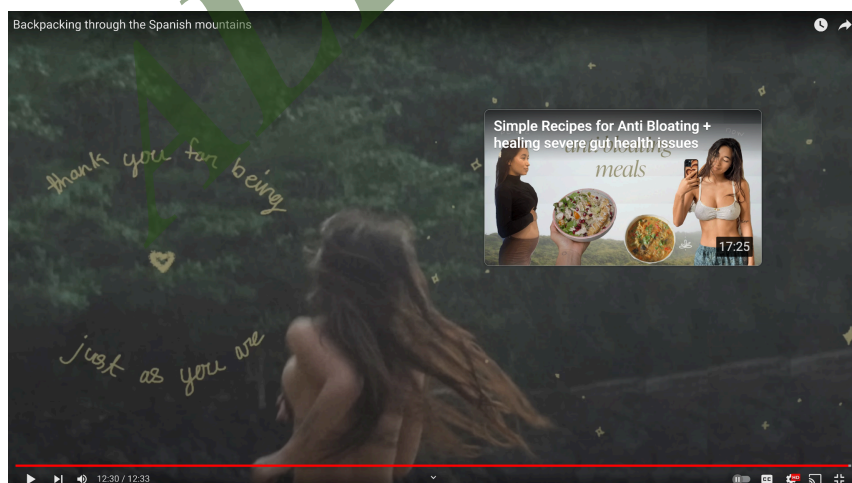
- Starts with wide (establishing shots) with immediate v/o
- First clips followed this order: wide, medium, close-up
- Transition film light leak with a click sound
- Uses film overlay border for portions (see “text & titles”)
- Mixes up aspect ratios



BODY:

- Her v/o and talking portions move the video along
- There was some music, but it usually only played for around 15 seconds between talking portions when there weren't other sounds (like laughing or people talking in the background)
- Clips are usually held for longer than 5 seconds (usually towards the 10-second mark unless it's the same video cut up into different segments)

OUTRO:

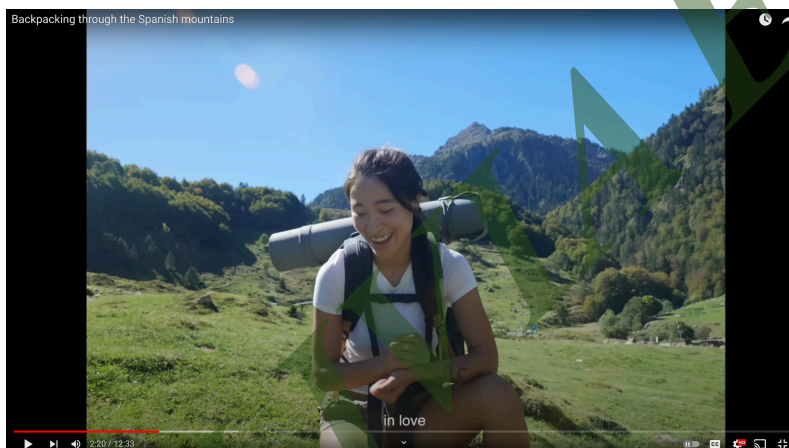


Common Hitomi Mochizuki Edits

COLOR GRADE:

- I think she uses a teal and orange color grade
- But some clips are different with green in the shadows

TEXT & TITLES:



- Subtitles only when speaking another language to translate

MUSIC:

1. Calm spa music with nature noises added
 2. Acoustic guitar (Bon Iver inspired); lasted about 15 seconds for montage between talking parts
 3. Twinkling music (almost meditation but it's too quick) for the stargazing portion between talking parts
 4. Same Twinkling music
- Uses sounds from clips (usually with people talking or laughing)

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FILMING NOTES (Sam and Victor):

COMPOSITION:

- Sam and Victor do a good job of getting wide, medium, and close-up shots of each location (not always in that order)

Examples:

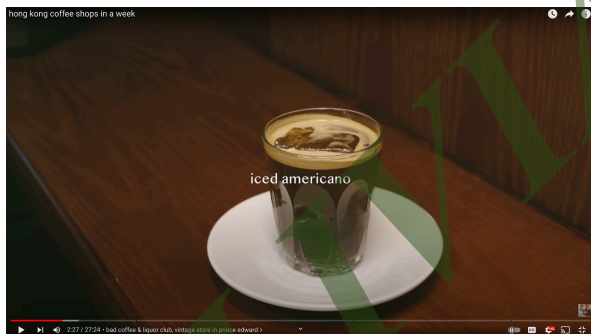
WIDE



MEDIUM



CLOSE-UP



- Sam and Victor prioritize symmetry and using the rules of thirds

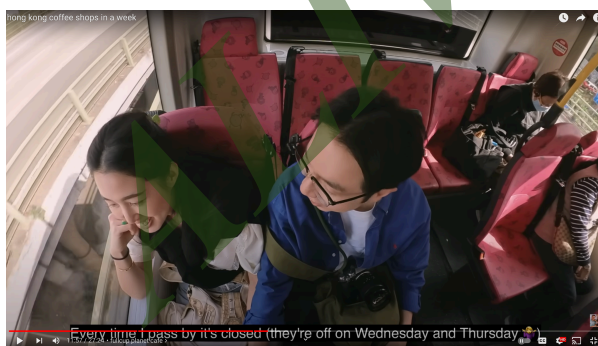
Example:



- Many shots are from eye level, but they do experiment with different perspectives

Examples:

OVERHEAD





POV



MOVEMENT:

- Most of the shots are static, but there's always movement of some sort
- If there's a shot with no movement, they will often do a slow pan down or to the side

TALKING:

- There are not many talking shots in the videos, but sometimes, Sam will talk directly to the camera about where she's going, what she's wearing, what's going on, etc. This helps break up the pace of the video.

VARIETY:

- I counted 35 different shots in one montage clip of a coffee shop

VIDEOS THEY OFTEN SHOOT:

- Walking on sidewalk
- Entering restaurant
- Wide shots of cities
- In a restaurant, close-ups of: drinks, food, artwork, and any interesting details unique to the location

- Videos with a clear subject. This is usually themselves, but it also includes food/drinks, a person in front of them in line, and unique objects

FILMING NOTES (Hitomi Mochizuki):

COMPOSITION:

- Wide, medium, close-ups of action (usually what she's doing)
- Usually at eye-level

MOVEMENT:

- The camera is usually on a tripod and the subject is moving in the frame
- If nothing is moving in the frame, the camera is handheld to give movement

TALKING:

- There is talking for most of the video. Some are from talking to the camera, the others are voice-overs
- 90% of the video is talking to the audience
- Other clips have background noise of people laughing or talking

VIDEOS THEY OFTEN SHOOT:

- Videos of her walking
- Centered in frame talking to the camera
- Wide shots of landscape with her as the subject



KEY FILMING TAKEAWAYS:

The channels have different filming styles because their objectives are different.

Sam and Victor:

- The environment is the main character of their videos. They are secondary characters
- The goal is to show off different coffee shops and cities
- Because of this, the subtitles often focus on the location. There is not much talking to the camera.
- They do incorporate their journey, but it is not the main focus. Around 50% of the video features them

Hitomi Mochizuki:

- She is the main character of her videos; her environment and other people are secondary characters.
- The goal is to show her personal journey
- Over 90% of the video features her

These differences mean they would film the same location differently. For example, let's use a coffee shop.

Sam and Victor might:

- wide shot: the exterior
- medium shot: a person in front of them in line,
- close up: latte
- Subtitles: describing the environment

Hitomi Mochizuki might:

- wide shot: entering the building
- medium shot: talking to the barista, ordering
- close up: picking up the latte and drinking it
- medium shot: sitting at a table talking about her day/experience while drinking

How you can use this information: determine your main character before your next video and make sure the shot list reflects it. This should help tell the story.

Both channels do a great job of getting wide, medium, and close-up shots. These shots aren't all of the same subject.

For your next video, you could try to get a wide, medium, and close-up of every new location you're in.

Both channels incorporate movement in almost every shot. There are very few completely static shots with no movement.

To incorporate movement:

- Show what you're doing (walking, turning a page of a book, taking a bite of food, etc)
- If you're showing a wide shot of your environment, try a slow pan

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