

THE REEL TEMPLATE

Hook · Story · Vow.

The three-frame template every Making It Reel edit runs on. Two-page production blueprint, plus the day-of capture checklist that ensures the right footage exists before the editor sits down.

3

FRAMES PER REEL

90S

HIGHLIGHT REEL
TARGET

14

CAPTURE-CHECKLIST
ITEMS

Every reel. Three frames.

Making It Reel's edit philosophy is structural: every reel — whether 15 seconds or 90 — moves through three frames in order. The Hook earns the scroll-stop. The Story holds the viewer. The Vow lands the save. Below: what each frame is for, how long it runs, and what the camera is doing.

i.

The Hook.

0:00–0:02 · 2 SECONDS

The first two seconds decide whether the rest of the reel gets watched. The Hook is a single visual decision — an unusual angle, a held breath, a movement the viewer has not seen before. No text, no transition, no warm-up. The reel starts where the action is.

SAMPLE SHOT

The bride's hand, mid-blink, the second before she opens her eyes for the first look. No cut. No music yet.

ii.

The Story.

0:02–0:07 · 5 SECONDS

The middle five seconds carry the emotional arc. Three shots, max. Each shot earns its place — a movement, a face, a reveal. No filler. No establishing shots. The Story is where the viewer commits to watching the rest. If they leave here, the reel failed.

SAMPLE SHOT

Mehndi artist's brush, sangeet choreography rehearsal, the bride's mother adjusting the veil — three frames, two seconds each.

iii.

The Vow.

0:07–0:12 · 5 SECONDS

The last five seconds are the reason the reel gets saved. The Vow is the emotional resolution — the kiss, the ring, the signature, the laughter, the held hand. It is the shot the couple will rewatch on their fifth anniversary. The reel ends on the Vow, not on a transition or a logo.

SAMPLE SHOT

The signed marriage certificate, his hand still holding the pen. Cut to her face — laughing. Black.

"A reel that does not move through the Hook · Story · Vow frames is not a reel. It is a clip."

— MAKING IT REEL SOCIALS · THE EDIT CANON · \$1.0

Twelve seconds, *scoped.*

A sample 12-second reel, frame by frame. Real timing. Real shot calls. This is the blueprint the editor reads before the timeline opens — and the blueprint the on-floor content creator captures against during the day.

0:00–0:01 <i>Hook · A</i>	SHOT Close-up · bride's lashes · mid-blink	The <i>scroll-stop</i> . No music yet. No motion graphic. The frame holds for one full second on a single, unusual close-up — the lash-line, the second before her eyes open. The audio in is the diegetic sound of the room: breath, distant music.
0:01–0:02 <i>Hook · B</i>	SHOT Cut to · her eyes open · first look	The <i>commitment</i> . One-second cut. Her eyes open. Music drops in on the cut — restrained. This is the moment the viewer commits to watching the rest of the reel. If the Hook is right, the viewer is now seven seconds in before they think about scrolling.
0:02–0:04 <i>Story · A</i>	SHOT Wide · the room reveal	The <i>setting</i> . Two-second wide shot reveals the room she is walking into. Mandap, ballroom, ceremony space. The viewer sees the scale of what is about to happen. The room earns its second of screen time.
0:04–0:06 <i>Story · B</i>	SHOT Family detail · mother's hands	The <i>family beat</i> . Two seconds on a family detail — usually the mother. The hand adjusting the veil, the father in the doorway, the sister whispering. This is the emotional anchor of the reel. The viewer pauses here.
0:06–0:07 <i>Story · C</i>	SHOT Hands meeting · first contact	The <i>turn</i> . One second. The two hands meet for the first time on screen. The reel is now setting up its closing frame. The music begins to build.
0:07–0:10 <i>Vow · A</i>	SHOT The ceremony · ring exchange	The <i>vow</i> . Three seconds on the ceremony moment. Ring, signature, kiss, garland — whichever moment is the studio's signature. The longest single hold in the reel; this is the shot the couple will pause on at the fifth-anniversary watch.
0:10–0:12 <i>Vow · B</i>	SHOT Resolution · the laugh	The <i>resolution</i> . The reel ends on a face mid-laugh. Music exits on the cut. No transition, no logo card, no end-frame branding. The face is the closing frame. The viewer saves the reel.

Fourteen items. Captured *on the day*.

A reel cannot be edited from footage that was not captured. The day-of capture checklist is the fourteen-item list the content creator carries through the wedding day — the shots that must exist before the editor sits down. Without these, the Hook · Story · Vow framework cannot ship.

Hook frames · *scroll-stops*

- ☐ One unusual close-up before the bride enters the ceremony space (lashes, hand, ring, breath).
- ☐ One "second before" shot — the breath the bride takes before the door opens.
- ☐ One textural detail unique to this wedding (mehndi, embroidery, jewelry, lace).

Story frames · *middle five*

- ☐ One wide of the ceremony space, captured empty before guests enter.
- ☐ One mother / father detail — adjusting, whispering, looking away from camera.
- ☐ One sibling or wedding-party micro-moment.
- ☐ One vendor handoff — florist arranging, pandit setting up the havan, dhol lead tuning.

Vow frames · *the close*

- ☐ The first contact between the couple (hand to hand or eye to eye).
- ☐ The ceremony's signature moment — ring, garland, signature, kiss.
- ☐ The recessional — laughing, walking, looking back.
- ☐ One unguarded face in the front row — usually a parent.

Coverage essentials · *always*

- ☐ Audio capture of the vows themselves (used for the highlight reel; never the mini reels).
- ☐ One pull-back wide of the room at peak (dance floor full, sangeet performance).
- ☐ The exit — confetti, sparklers, dhol, baraat fold-up.

"The reel is edited at the desk. The reel is captured on the floor. Both have to be disciplined."

— MAKING IT REEL SOCIALS · THE EDIT CANON · §2.0

Making It Reel Socials · the reel template · contact

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Every Making It Reel wedding day runs on the Hook · Story · Vow template above. The capture checklist is what gets handed to the content creator at the start of the day. The blueprint above is what the editor reads before the timeline opens.