The 19 Edits

> A free add-on to the Brand Reel Kit from QI Studios. We made one Reel, How It's Made EP 01, and used a different editing trick in every beat. Here's each one, what it does, and how long it takes.

READ THIS FIRST

- **The Brand Reel Kit is the boss.** If this doc and the kit ever disagree, follow the kit. Your colors, your fonts, your rules.
- **The examples are QI's version.** Our green, cream and fonts are ours. Swap in your three brand colors and your fonts every time.
- **Don't use all 19.** EP 01 crammed in 19 to show them off. A normal Reel uses two or three, plus one hero move.
- **Grouped by job, not number.** The numbers match the order the edits appear in EP 01.
- **Claude builds these for you.** Attach this PDF in your Claude Project and it picks the edits that fit and builds them into your Reel. Rather edit yourself? Every edit has a "How" step for CapCut or Instagram's Edits. Button names change between app versions, so look for the closest match.

PICK A FINISH

How polished do you want it?

FINISH	EDITS TO USE
Quick	Your kit's text style on clean cuts, plus 1 easy edit at most
Standard	2 or 3 easy edits
Polished	1 medium hero move plus 2 easy edits
Showpiece	1 pro hero move plus 3 or 4 easy or medium edits

A good rule: about one edit for every 5 to 8 seconds of Reel. More than that starts to feel like confetti.

EASY a simple move · MEDIUM a few steps · PRO needs a cutout or a desktop editor if you edit yourself

OPENERS

01 Timing EASY

What it is: Open on your best blooper or reaction and cut right at its peak, before it settles.

Why it works: The first second decides if people stay. A real reaction beats a logo.

How: Trim the clip so it starts a beat before the reaction and ends on its biggest moment.

Ask Claude: "Which of my clips has the strongest reaction for a 1.5 second cold open?"

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02 Sync EASY

What it is: A snap, clap or slam on camera lands exactly when the music drops.

How: Find the drop in your track. Line up the frame where your hands hit with that beat, then cut to the next shot right there.

Tip: Film the snap with room noise low so the hit is clean.

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03 Montage MEDIUM

What it is: Three quick shots, one per beat of the music, with your hook text landing on the last one.

How: Cut each shot to one beat (at 90 to 100 BPM, that's about 0.6 s). Add a slow zoom-in on stills so nothing sits dead. Skip shaky clips; they read as mistakes at this speed.

Bonus, once per Reel: Make the big hook word two-tone. The letters change color where they cross a person: light over the person, dark over the background, with a thin outline so no letter disappears. It needs a cutout of the person and a shot with background around them, so it's Pro.

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04 Graphics MEDIUM

What it is: Photo cards (like polaroids) of your raw takes stick onto the frame while you talk about them.

How: Screenshot frames from your takes and add them as overlays with a slight tilt and a white border. Bring one in per phrase.

TEXT MOVES

05 Karaoke EASY

What it is: Words appear the moment you say them.

How: Auto captions, then split the caption so each word appears on its own beat. Keep the text below your mouth, never across your face.

Color idea: One line can use your three brand colors on three different words, plus a script font on one short phrase. Three lines, three fonts.

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06 Prompt Bar EASY

What it is: A chat bar types out the prompt you used, letter by letter, over the raw footage, then you hit send.

How: Screen-record yourself typing the real prompt, then overlay the recording small on top of your raw clip. Only show prompts you really typed.

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08 Board Reveal EASY

What it is: Your actual storyboard and kit page flash on screen as proof of the process.

How: Screenshot your storyboard and kit. Fly them in as overlays from the left and right, then stack three short lines on the beats, each in a different font.

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12 Solid Payoff EASY

What it is: The one word in the whole Reel that is filled solid in your bold brand color.

Why it works: Everything else stays light or outlined, so this word hits like a punchline.

How: Pick the word that carries the meaning. Make it giant and solid, and pop it in exactly when you say it.

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16 Punch In EASY

What it is: A slow drift in on your face, then a sudden jump closer on the key word.

How: Keyframe a slow scale from 100 to 104 percent, then jump to 120 percent on the key word. Drop the key word on screen at the same moment.

TRANSITIONS

10 Zoom Through MEDIUM

What it is: The camera pushes into a small hole on screen (a letter, a map pin, a doorway) and comes out in the next shot.

How: Keyframe a big scale-up on the end of shot one, centered on the hole, and crossfade to shot two only in the last few frames. Pick a hole nothing is in front of.

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15 Object Wipe EASY

What it is: You bring something real to the lens (a mug, your hand, a menu) until it covers the screen, then cut.

How: Film it, add a small zoom-in as it approaches, and cut on the frame where the lens is fully covered.

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18 Chomp MEDIUM

What it is: A graphic falls, tears or gets bitten away to reveal the next shot already in motion.

How: Start the next clip early under the graphic so the action is mid-move when it's revealed. Slow the last half second for the payoff.

HERO MOVES · PICK ONE PER REEL

07 Grade MEDIUM

What it is: Raw footage on one side, color-graded on the other, with a line sweeping across.

How: Stack the graded copy over the raw clip and animate a mask or wipe from side to side. Label each side small: "raw footage" and "with the grade." Claude offers you three grades once you like your cut; this shows the one you picked.

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09 Text Mask PRO

What it is: Footage plays inside giant letters, and your head sits in front of them.

How: Make the letters a mask over a second clip, then put a cutout of you on top. Phone apps vary here; a desktop editor makes it easier.

QI's version: The word becomes a map, and pins drop on each thing you list, right where you're pointing. If you point, something has to land there.

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11 Mirror Hall MEDIUM

What it is: The frame shows a smaller copy of itself, inside a smaller copy, three deep.

How: Duplicate the clip as an overlay at about 70 percent size with a thin border. Repeat twice. Great for a funny pause or "waiting on the render."

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17 Rotoscope PRO

What it is: You, cut out frame by frame, so text, color or a second shot can sit behind or around you.

How: Trace yourself in every frame with a cutout tool, then stack the background, the text or two-tone color, and the cutout of you on top. Keep it to one beat. A desktop editor makes it easier.

STORY MOVES

13 Speed Ramp MEDIUM

What it is: Real speed, then a sudden drop into slow motion on the satisfying part (a pour, a slice, a flip).

How: Use the speed curve tool. Keep about 0.4 s at normal speed, then slow to half. Smooth slow motion (frame blending) looks best. Keep the real sound underneath.

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14 Cast Puncture MEDIUM

What it is: A second voice undercuts your smart line: a co-worker, your dog, your mascot, a puppet.

How: Record their one-liner and play it over your reaction shot. Add a small name tag so people know who's talking.

QI's version: Jimpson the shark drops "We got high standards around here" from a phone screen.

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19 Receipt EASY

What it is: Your title card as a receipt, check or order ticket with real stats from making the Reel.

How: Design a ripped paper card with your title and three honest numbers (takes, edits, time). Drop it in for about a second near the end. Real numbers only.

COPY-PASTE PROMPT FOR CLAUDE

Use them in your Reel

Paste this after your Brand Reel Kit prompt, with this PDF attached:

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I also attached The 19 Edits. My Brand Reel Kit rules come first, and use only my brand colors and fonts, never QI's. I want a [length] second Reel with a [Quick / Standard / Polished / Showpiece] finish. Pick the edits that fit, with one hero move at most, and put them in my storyboard: which beat, which edit, and the exact words on screen. When I say go, build them into the Reel. Only if I ask, tell me how to do each one myself in [CapCut or Edits].
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WHERE THESE CAME FROM

Every edit was used in How It's Made EP 01 by QI Studios, filmed on a phone in Ojochal, Costa Rica, and edited with Claude. Comment KIT on the Reel to get the Brand Reel Kit. More at qi-studios.com/reel-kit.

Reels that look like you.