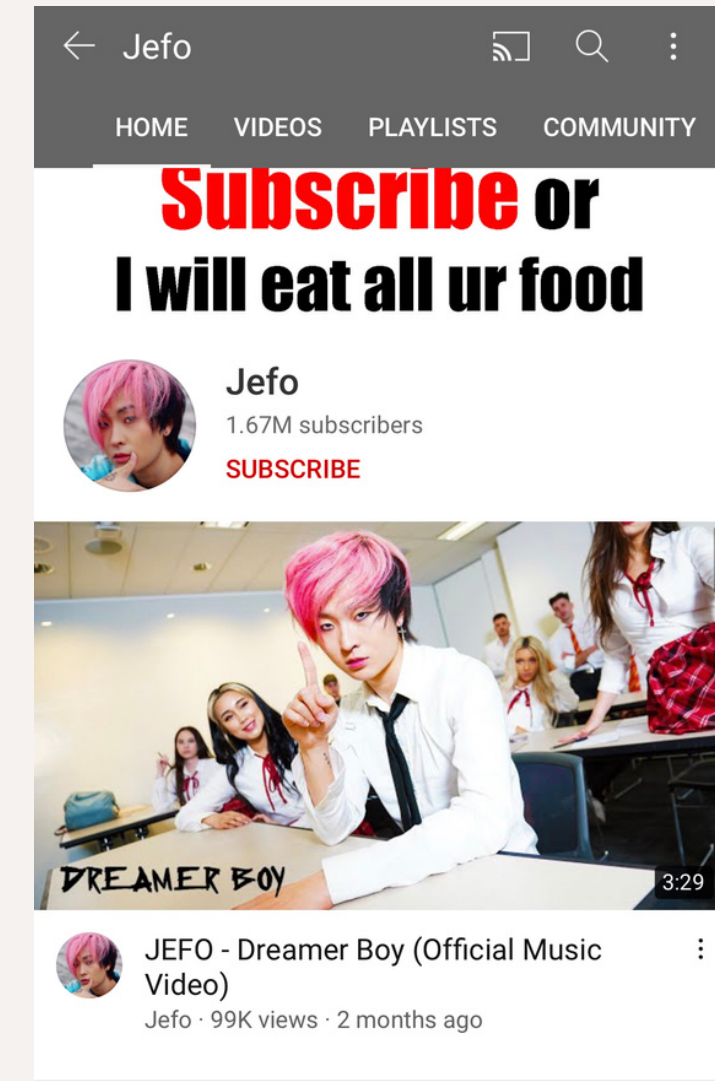
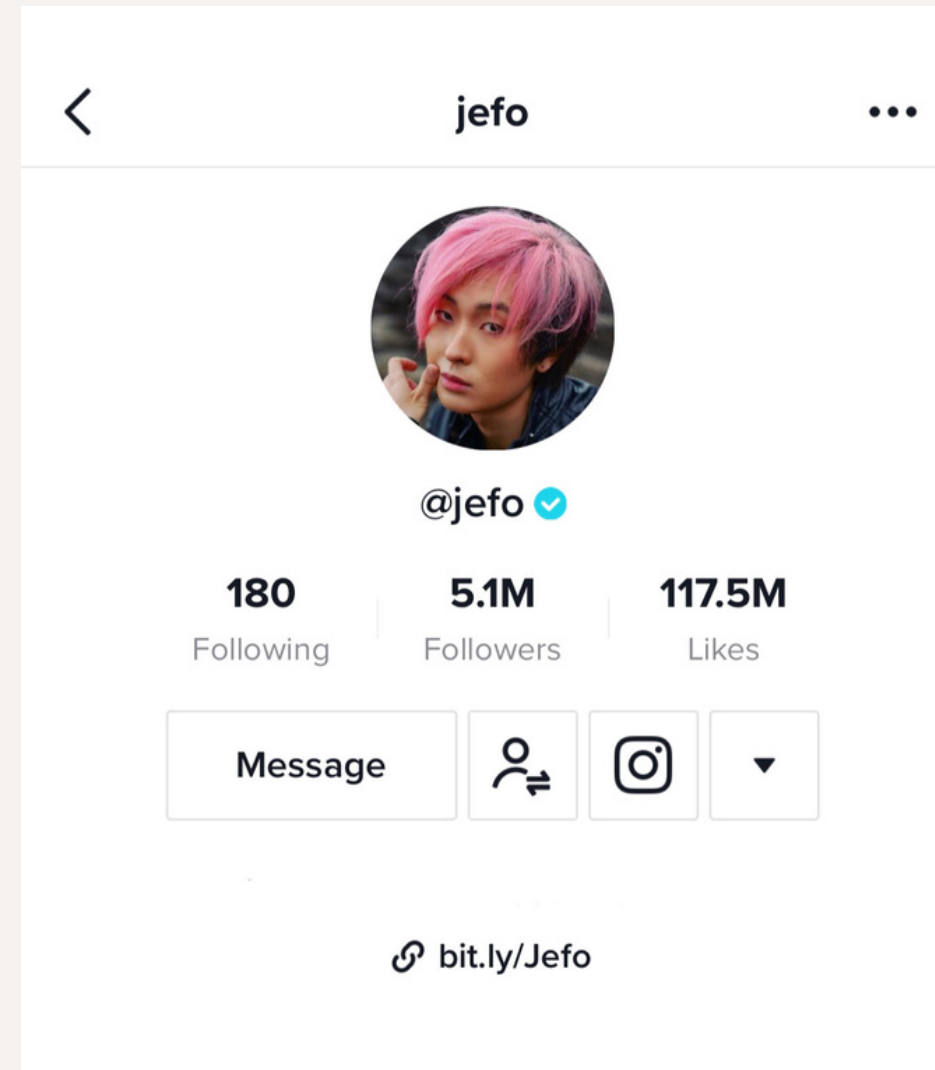
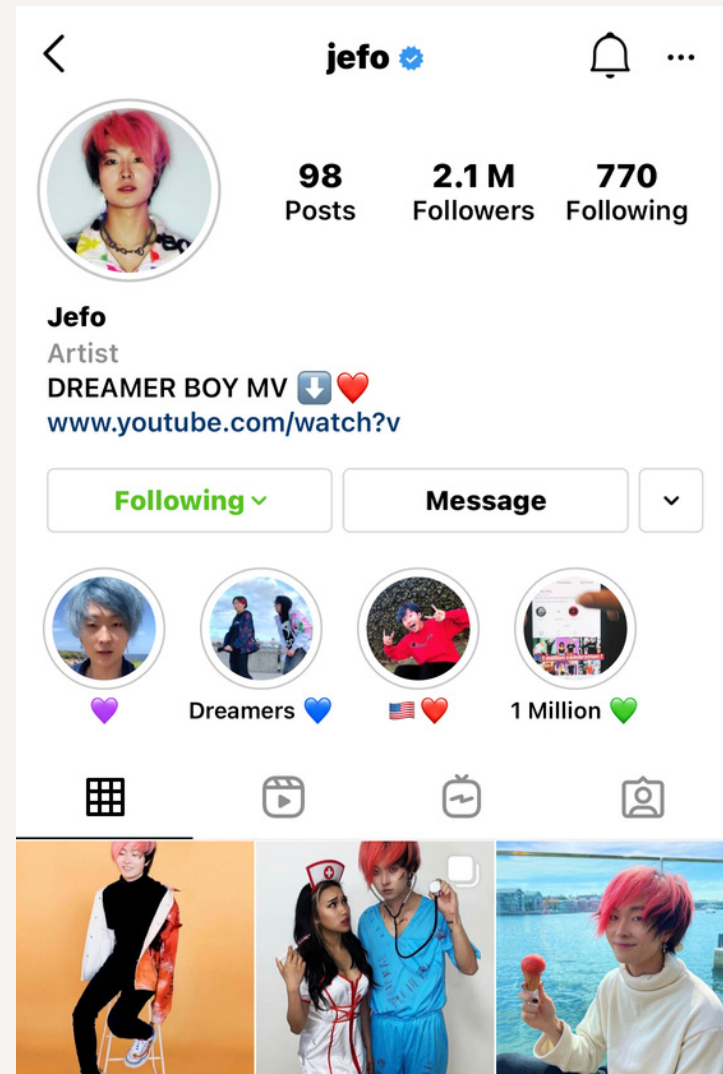




'Only so much I can do'

a behind-the-scenes presentation by Cheryl Chin

A PROJECT ON JEFO; A TIKTOK, INSTAGRAM & YOUTUBE CREATOR



SPECIAL THANKS TO JEFO FOR BEING APART OF THIS PROJECT

TikTok, Instagram & YouTube profile



Idea Creation

turning thoughts into a 15-second video online

People think it's easier than it looks but the amount of strategical plannings go into it for the productivity of making content 'viral'

Brainstorming

turning thoughts into a 15-second VIRAL video online, not just an ordinary one.

Filming, editing and knowing your own algorithm plays a big part in getting your content to grow and be recognised.





Client Video Drafting

Ensuring all client based campaigns for all platforms are edited and re-sent in for drafting and tracking.

Most people think being an 'influencer' is a simple job, but they're wrong.

Having clients does benefit financially with your growth in being a content creator, but the truth behind all the e-mail spams, replies, client's changing of deadlines and rushing to submit all drafts is harder than it looks. Respect - Jefe spends a few hours everyday just replying emails, that's why now he needs an assistant to assist in this aspect.



Filming TikTok Videos

Just a tripod, a phone & a RGB light stick usually does the job, well at least for most videos.

Try guessing how long it took to get one TikTok video done?

All of the answers you may have does vary depending on the content style of video.

Let's say it's a simple dance trend would take 30 minutes (half to learn and half of the dozen tries)

But maybe for skit type video, it sometimes takes up to even 3 hours.



Filming TikTok Videos

Just a tripod, a phone & a RGB light stick usually does the job, well at least for most videos.

Fun Fact #1: I tried playing around with my edits, for all my shots in this project I played with a few themes. The photographs were simple, yet I wanted to add my own touch to it and make it interesting plus also based off Jefe's character.



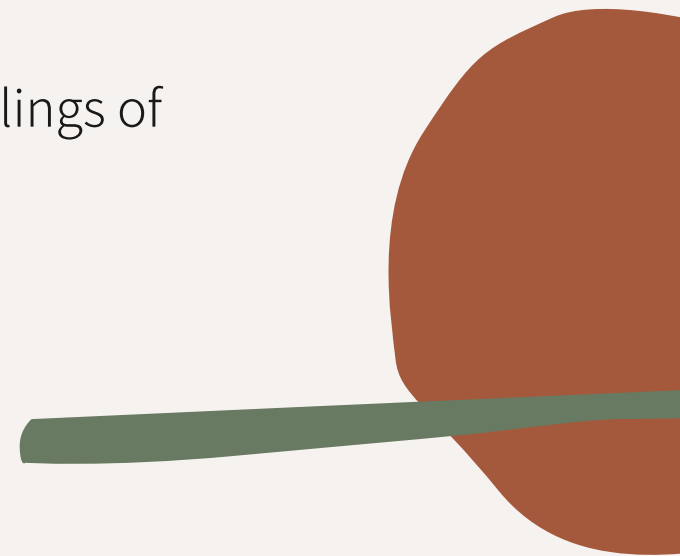
Sundays are for breaks

Busy lifestyles can be loosened up with a day off.

Being a content creator is much more time-consuming than a normal 9-5 job. Why? It's like you're always on the grind, there's no stopping.

I went to the Royal National Park for a hike with Jefe one day for a few good shots and I managed to capture this reflective image, so much simplicity yet so intense with the colours and lighting.

My goal for this image was to create a relaxing feel with the feelings of serenity and hard work blended in one.





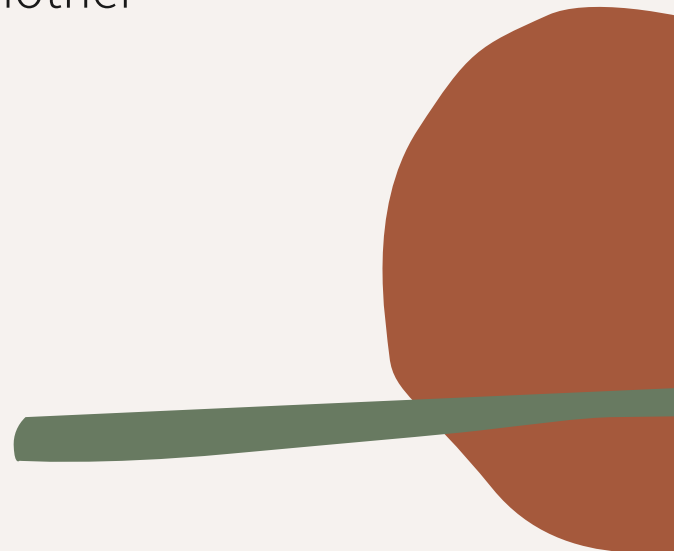
Cheeky portrait mode

Make the most out of your moments

Yes, a day off with a good old hike up to a waterfall sounds amazing. Another thing that's amazing was being able to capture a good photograph (in my opinion) with the sense of dominance.

Just like how you're the boss of your own work, I wanted this photograph to show control over your own life & not losing your roots once you've reached your goal. Being humble while enjoying mother nature.

Fun Fact #2: Added a little sparkles for the nostalgic feel too!




The Falls

Capturing every moment, with or without technology.

I tried to incorporate a few hidden meanings within this picture:

- A photograph of another photograph being taken (film cam)
- The beautiful mother nature does not change.
- Even the biggest content-creators have their silly moments of enjoying life, don't be so damn serious about it!



A photograph of a person with short, vibrant pink hair driving a light-colored car. The person is wearing a black tank top and has a tattoo on their left forearm that says "Views". They are looking out the driver's side window. The background shows a dense forest with tall trees. The image is partially framed by a brown shape on the left and a green shape on the right.

Go home, then repeat all over again

Learning new things everyday

This shot was a very special moment as despite Jefe being a really good content creator, camera man, singer-songwriter and many other trades, the one thing he lacks is driving skill. I managed to teach a few basic driving tips during this hiking trip, it was a memorable and humbling moment.

THE END

I hope you enjoyed my small project;
be kind to one another, we are all HUMAN.