



FRAME × FRAME ACADEMY

The Safe-Zone Reel Layout Map

Reach is a layout decision, not luck.

THE SAFE ZONE

- IG/TikTok cover the TOP and BOTTOM with buttons + captions.
- Anything important there = invisible. Keep it center.

ELEMENT PLACEMENT

- Hook text — upper-center, frame 1.
- Eyes/subject — center third.
- Captions — centered, never bottom-buried.

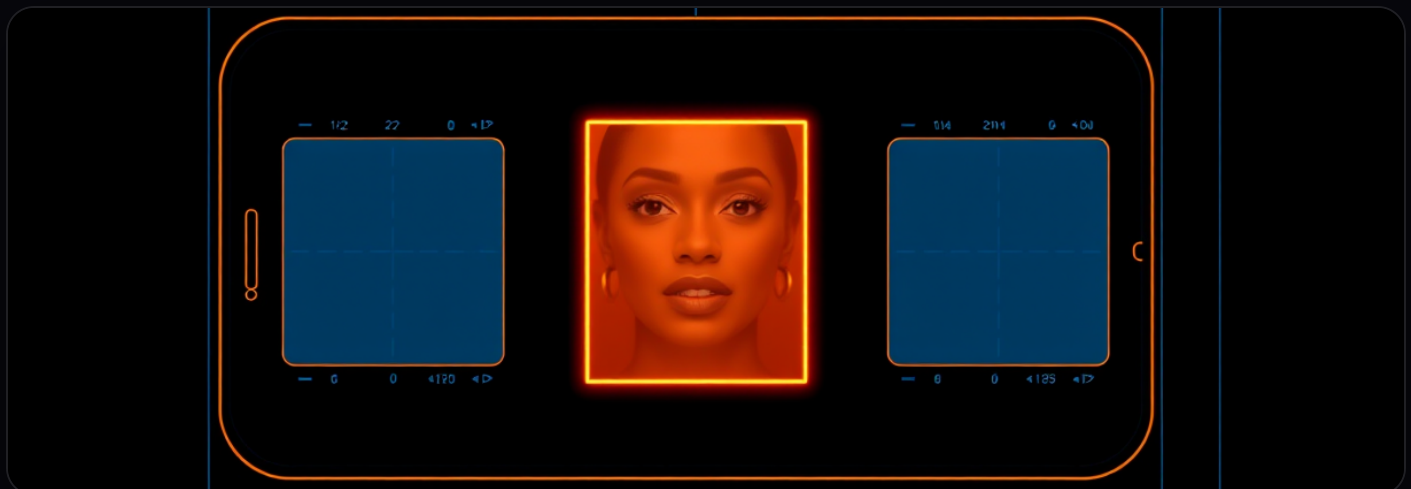


FIG 01 THE SAFE-ZONE MAP — dim bands are where IG/TikTok buttons live; everything that matters sits in the glowing center.

THE LIST-TO-GO FORMAT

- Stack quick hits — every few seconds a new reason to stay.
- Each beat = a mini-hook. Retention compounds.

REUSE

- Old footage isn't dead — reformat with AI, re-caption, run it back.

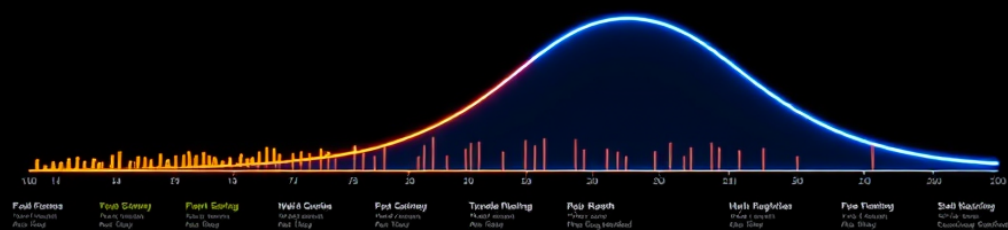


FIG 02 LIST-TO-GO RETENTION — every few seconds a new beat re-spikes the curve. Mini-hooks compound into reach.

► Overlay a safe-zone grid on your next reel before you export.