



By Sarah Martinez & Katherine Sun

**A**utonomous

**S**ensory

**M**eridian

**R**esponse

- Popular social media content
- Wanted to make our own ASMR video
- Opportunity to explore the art of sound
- Opportunity to work with InDesign

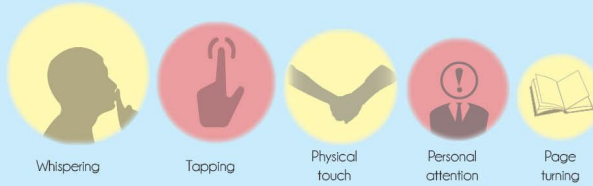
# Infographics

# WHAT IS ASMR?

Autonomous Sensory Meridian Response

The physical sensations, such as tingling, that are often triggered by audible stimuli or physical touch

## MOST COMMON TRIGGERS



## MOST COMMON USES



What is

# ASMR?

CREATED BY KATHERINE SUN

## ASMR

U  
T  
O  
N  
O  
M  
O  
U  
S  
O

E  
N  
S  
O  
R  
Y  
E  
E  
E

E  
R  
I  
D  
I  
A  
N  
E  
C

E  
S  
P  
O  
N  
S  
E  
E

ASMR IS TRIGGERED BY  
AUDITORY AND PHYSICAL  
TRIGGERS.

ASMR IS A SOOTHING FEELING,  
USUALLY CHARACTERIZED BY A  
TINGLING SENSATION THAT  
TRAVELS DOWN THE BODY.

BE ATTUNE TO YOUR SENSES! MANY PEOPLE FIRST EXPERIENCE  
ASMR AS A CHILD. THEY HAVE JUST NEVER FOUND THE RIGHT  
WORD TO DESCRIBE THE SENSATION.



ASMR TRIGGERS ARE UNIQUE TO EACH INDIVIDUAL, BUT OFTEN REMINISCENT OF  
CHILDHOOD COMFORT.

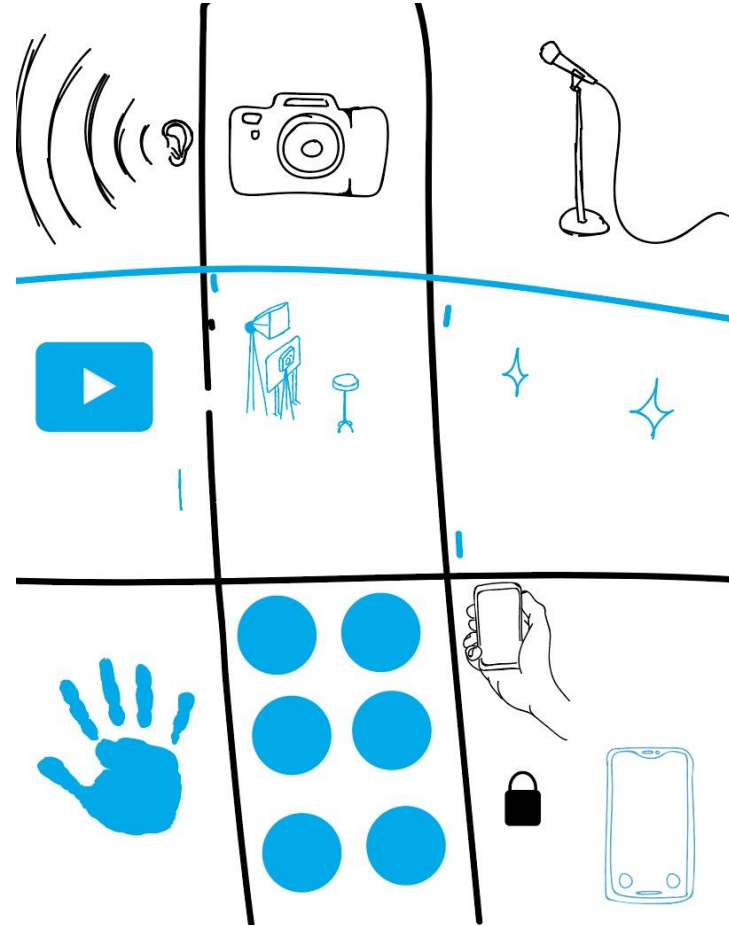
Book

# Process

**ld**

**Ai**

# Illustrations





# WHAT IS ASMR?



## Talking & whispering

Talking and whispering can be used in almost every style of ASMR, though can also be used alone. Some ASMRtists; only whisper and some only talk. This is just a personal choice.



## Page turning

Page turning is a fairly popular trigger that is common in the ASMR community. This can be done on any sort of book or magazine with any type of paper. Different types of paper can give different sounds.

## Roleplay

Roleplay can be used for any type of ASMR. Anytime an ASMRtist wants to act as someone else to perform a specific task, this is roleplay. Roleplay is typically done in combination with another style of ASMR.



## Eating

Eating is also one of the most common ASMR triggers and can be done with almost any type of food. Different foods will give different sounds: crunch, slurp, squish, etc.



## Physical touch

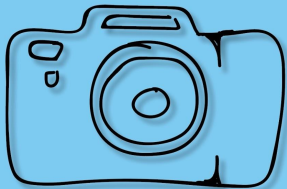
Physical touch includes things like back scratching, massages, hair play, and hair brushing. Physical touch is also one of the most common ASMR triggers and is enjoyed by the viewer and the person in the video.

## Tapping

Tapping can be done on surfaces of different products such as food, bottles, or other surfaces. The sound along with the repetition can be very soothing for ASMR viewers.



## THE CAMERA

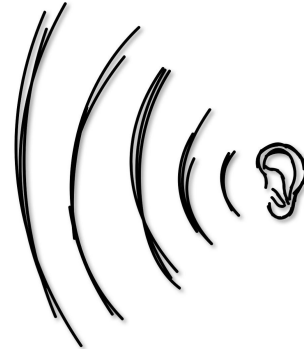


The camera you use to film your ASMR video will determine the quality of the video. Depending on your preferred ASMR style, the video quality may not matter as much. It is recommended to use a proper camera rather than a phone camera when filming ASMR.

## THE MICROPHONE



The Microphone plays a key role in the making of your ASMR video. It provides your listener with that crisp, clean sound that you so desire. Some of the best ASMR microphones include a boom microphone, an Audio Technica microphone, or a Blue Yeti.



**A**utonomous  
**S**ensory  
**M**eridian  
**R**esponse



# ASMR 101

A STEP-BY-STEP TO BECOMING AN ASMR TIST

SARAH MARTINEZ & KATHERINE SUN

Film



# Sound

Editing

Design

Mixing



딸기 연유 마들렌 만들기 :  
Strawberry Condensed milk...

Cooking tree 쿠킹트리  
41K views · 19 hours ago



ASMR- Deep Tissue Massage  
(soft spoken, skin, crinkly,...

Catplant ASMR ✓  
308K views · 2 days ago



🚗 Mustang ASMR 🚗 Soft  
Spoken • Lo-Fi

Gentle Whispering ASMR ✓  
1.4M views · 2 months ago



[ASMR] CGI Face Mapping -  
Close Up Personal Attention

SophieMichelle ASMR ✓  
263K views · 2 days ago



👉 Slow Hand Movements  
and Blissful Whispers ...

Gentle Whispering ASMR ✓  
1M views · 1 month ago



Paint cooking! | Stopmotion / miniature / toy / ASMR

まつだ55 /matsuda55

2:38



노오븐&노색소 ✨ 딸기 치즈케이크 만들기 : No-Bake Strawberry cheesecake Recipe : いちごのレアチーズケーキ |  
Cooking ASMR

Cooking tree 쿠킹트리

9:23





## EXPLORATIONS SHOT LIST

Opening shot of flowers- hold  
Close up of peonies  
~sound of footsteps rhythmically

### Eyes look up

Mouth  
~stomach growl

Take knife out ,,

### Eyes + head turns round

2 flowers alive

Knife Sharpening

Bagel falls down - h

Hand raises knife into air (flowers in bg)

Boiling water  
2 flowers  
Lighter

Knife finishes rising  
Close up- flame runs along knife

Knife cuts bagel

(super fast)  
Stove on  
Stove 2 on  
Bagel half put on stove  
Other bagel half on stove  
Kitchen timer set to x min

Eyes looking down, Eyes look up - h  
~ticking sound of timer

Boiling water

### Mouth

~stomach growl louder

### Eyes look to side

~dripping water starts~

**Flowers (bloomed)** w water dripping

Close up of dripping water

**Close up of bloomed flowers**

Eyes confused

Timer at 0

Bagels burnt

### Eyes go wide

Water stops dripping

~dripping water stops~

**Flowers not bloomed**

Bagels on stove, fire not on

### Eyes

Bagels now cooked, fire on

**Eyes look up and stare**



Production









# Post-production

Effect Controls

Lumetri Scopes

Source: (no clips)

Audio Clip Mixer: bagel

Program: bagel

Master \* Water\_drips\_1.WAV ▾ bagel \* Water\_drips\_1.WAV ▶ 00:45:00 00:00:46:00 00:00:47:00 00:00:48:00

Audio Effects

> fx Volume

fx Studio Reverb

Bypass

Custom Setup Edit...

> Individual Parameters

fx Pitch Shifter

Bypass

Custom Setup Edit...

> Individual Parameters

fx Panner

>  Pan 0.0

Water\_drips\_1.WAV

Clip Fx Editor - Studio Reverb: Audio 2, Water\_drips\_1.WAV,...

Presets: (Default)

Characteristics

Room Size: 20 40 60 80 100 70

Decay: 200 400 600 1000 2000 4000 8000 5210.4 ms

Early Reflections: 0 20 40 60 80 100 52 %

Width: 0 20 40 60 80 100 25

High Frequency Cut: 20 40 80 200 400 800 2000 6000 16000 13800 Hz

Low Frequency Cut: 20 40 60 100 200 400 800 2000 4000 880 Hz

Damping: 0 20 40 60 80 100 5.8 %

Diffusion: 0 20 40 60 80 100 50 %

Output Level

Dry: 0 20 40 60 80 100 75 %

Wet: 0 20 40 60 80 100 25 %

- Becoming comfortable with *Sound*
- Used a boom mic
- More experience in Premiere Pro
- Authenticity & Creativity

ASMR