PROMPT CRAFT CHEATSHEET

Audio prompts

Tempo, instrumentation and the structure a generated cue needs before it can be cut against picture.

ORDER TO WRITE THEM IN

Duration, Role, Mood, Key and tonality, Tempo, Instrumentation, Arrangement and dynamics, Vocals, Ending

DURATION

15 seconds, 30 seconds, 60 seconds, 90 seconds, 120 seconds

ROLE

Instrumental music bed to sit under narration.

MOOD

warm, playful, cheerful, buoyant, wholesome, ambient, uplifting, driving, triumphant, minimal, dreamy, suspenseful

KEY AND TONALITY

major key, minor key, modal, pentatonic

TEMPO

70 BPM, 90 BPM, 100 BPM, 116 BPM, 128 BPM

INSTRUMENTATION

percussion, ukulele, piano, bass, handclaps, marimba, bells, strings, guitar, xylophone, drums, harp, synthesizer, pads

ARRANGEMENT AND DYNAMICS

airy, midrange, headroom, no abrupt hits, narration-friendly, smooth transitions, gentle dynamics

VOCALS

No vocals, no lyrics, no spoken words.

ENDING

End on a clean major-key resolution, no fade.

VOICE AND SPOKEN LINE

one voice per speaking entity, exact line, performance direction

NARRATION WRITING (SPOKEN SCRIPT)

20-24 words, about 8-9 seconds, under roughly 9.5 seconds, plain spoken text only, no timecodes, emotion cues, parentheticals, or stage directions, Spell numbers out, hook through payoff, ~150 words per minute

VOICE AND DELIVERY

[laughs], [laughs harder], [starts laughing], [wheezing], [whispers], [sighs], [exhales], [sarcastic], [curious], [excited], [crying], [snorts], [mischievously]

SOUND EFFECTS

[gunshot], [applause], [clapping], [explosion], [swallows], [gulps]

UNIQUE AND SPECIAL

[strong X accent], [sings], [woo], [fart]

SONG SECTIONS (CONVENTION)

[Intro], [Verse], [Verse 1], [Verse 2], [Pre-Chorus], [Chorus], [Hook], [Bridge], [Outro], [End]

INSTRUMENTAL AND DYNAMICS (CONVENTION)

[Instrumental], [Instrumental Break], [Break], [Interlude], [Drop], [Build-Up], [Breakdown]

TAGS OR PLAIN TEXT?

Check whether the model documents tags. If it does, tag. If it does not, write the line plainly and carry the performance direction outside the prompt.

NOT: TEXT AND BRANDING

spoken words, words, other words, harsh textures, ad-libs that obscure the words

NOT: CONTENT AND SAFETY

scary sounds

NOT: AUDIO

vocals, lyrics, sound effects, speech, music, spoken narration, voices, melody, singing, ad-libs, background music, vocal-like sounds, prominent lead melody

NOT: OTHER

medical sounds, abrupt peaks, dark, dramatic tension, heavy drums, long instrumental passages, sung parts, dialogue, chanting, tense passages, harsh timbres, abrupt stops

THE ONE RULE

Say what you want, not what you don't

Most media models have no negative field, so a banned word is still a word in the prompt.