PROMPT CRAFT CHEATSHEET

Image prompts

Subject, framing, optics and the light that decides whether it reads as a photograph or as a render.

ORDER TO WRITE THEM IN

Aspect ratio, Medium and style, Shot size, Camera angle, Composition and framing, Lens and focal length, Depth of field, Lighting, Colour and palette, Materials and finish, Background, Mood, Text handling

ASPECT RATIO

16:9, 9:16, 1:1, 4:5, 21:9, 3:2, 4:3

MEDIUM AND STYLE

cinematic, photorealistic, documentary, anime, 3d render, line art, watercolor, vector, 16mm, 35mm film, photoreal, kodak vision3, isometric, flat illustration

SHOT SIZE

close-up, wide shot, medium shot, extreme close-up, two-shot, closeup, over-the-shoulder, establishing shot, macro shot, full shot

CAMERA ANGLE

three-quarter, profile, eye-level, low angle, overhead, high angle, top-down, bird's-eye, dutch angle

COMPOSITION AND FRAMING

close-up, wide shot, medium shot, extreme close-up, two-shot, closeup, over-the-shoulder, establishing shot, macro shot, full shot

LENS AND FOCAL LENGTH

35mm, 85mm, 50mm, 110 mm, 16mm, anamorphic, 24mm, 70mm, 48mm, fisheye, 600mm, 450mm, 40mm, 297 mm

DEPTH OF FIELD

shallow depth of field, bokeh, f/1.4, f/7.1, soft focus, f/2.8, deep focus, f/2.0, f/4, f/2, f/1.8, f/5.6

LIGHTING

silhouette, rim light, soft light, soft lighting, backlit, key light, golden hour, high-key, rim lighting, backlight, softbox, low-key, volumetric light, bounce light

COLOUR AND PALETTE

vibrant, pastel, film grain, black-and-white, desaturated, high contrast, natural color, natural colour, monochrome, low contrast, sepia

MATERIALS AND FINISH

glossy, matte, ceramic, concrete, leather, velvet, satin, brass, linen, frosted, marble, chrome, walnut, oak

BACKGROUND

Seamless mid-grey studio backdrop, no horizon line.

MOOD

elegant, playful, minimal, dramatic, calm, energetic, whimsical, moody, luxurious, nostalgic, uplifting, ethereal, cosy, gritty

TEXT HANDLING

No text, no lettering, no numbers anywhere in the image.

SUBJECT + SETTING + STYLE (THE OPENING CLAUSE)

a red fox curled in a snowy pine forest, golden hour, cinematic, subject + action, concrete and physical

TYPOGRAPHY NAMED IN THE PROMPT (WHEN TEXT IS GENERATED)

Anton, Anton SC, Bebas Neue, Oswald, Archivo Black, Montserrat, Poppins, Roboto Condensed, Inter, Barlow Condensed, Playfair Display, Cormorant Garamond, DM Serif Display, Fraunces

IDENTITY LOCK / SUBJECT FIDELITY

IDENTITY LOCK, photographic identity match, same bone structure, eye shape, nose, lips, jawline, skin tone, hairline and hair texture, Do not beautify, average, or restyle the face, IMAGE REFERENCES manifest

AESTHETIC / SEASONAL PRESET

Clean girl, Cottagecore, Quiet luxury, Dark academia, Y2K, Christmas, Valentine's, Halloween, Black Friday, None, Clean studio, Lifestyle, Conceptual, With a model

PRODUCT-PHOTO GENRE / MODE

restyle, levitating, floating, splash, frozen motion, surreal, CGI, sculptural, infographic, lifestyle

LOGO / VECTOR MARK SPECIFICATION

pictorial, abstract, mascot, emblem, one dominant unified silhouette, negative-space device, motif treatment, unexpected locked color-role pairing, symmetry or intentional asymmetry, internal detail limit, small-size scalability, centered isolated presentation, minimal anchor points, SVG-friendly

LOGO PLACEMENT ON A MOCKUP SURFACE

Target surface, Position, Scale, Orientation, Color, horizontally centered, upper third, optical center aligned to panel, clear-space margin, align to <panel edge/seam/baseline>, follow surface perspective

SEAMLESS / TILEABLE BEHAVIOUR

seamless tileable game texture tile, uniform pattern density, perfectly seamless edges that wrap horizontally and vertically, no border, no vignette, no single focal object, photographed-flat appearance, seamless repeating pattern

KEY COLOUR FOR TRANSPARENCY

bright magenta #FF00FF, bright green #00FF00, bright blue #0000FF

REFERENCE-IMAGE ROLE AND WHAT IT CONTROLS

style donors only, Image0, Image1, Image2, official logo, approved base scene, style-reference, representative-visual, grade/energy only

DESIGN-BOARD DIRECTION VOCABULARY (WEB/LAYOUT IMAGERY)

Pristine Light (paper/cream/off-white, dark ink), Deep Dark (charcoal/graphite), Bold Studio Solid (oxblood, royal blue, forest, vermilion, emerald fields), Quiet Premium Neutral (bone, sand, taupe, stone, smoke), technical grid/dot field, solid with soft ambient depth, full-bleed cinematic imagery, tactile paper/material texture, cinematic centered minimalist, asymmetric split, floating polaroid scatter, inline typography behemoth, editorial offset, massive image-first with restrained text

REFERENCE PHOTOS FOR IDENTITY TRAINING

front, 3/4 left, 3/4 right, slight up/down, indoor, outdoor, soft, harsh, neutral, smiling, talking, head shot, head-and-shoulders, full body

IMAGE-TO-3D INPUT FRAMING

t-pose, a-pose, Full body in frame, nothing cut off, Clean/plain background, Limbs visually separated from the torso, One character, no props overlapping the silhouette, lowpoly, three-quarter isometric view

NOT: TEXT AND BRANDING

text, logos, captions, watermark, watermarks, logo, labels

NOT: ANATOMY AND FACES

hands, arms, extra people, extra characters

NOT: FRAME ARTEFACTS

frame, border, mockup

NOT: CONTENT AND SAFETY

scary elements, weapons prominently displayed

NOT: STYLE AND CLUTTER

people, props

NOT: OTHER

overlays, slogan, letters, sunglasses, dramatic pose, helmet, police department names, cinematic color grading, character redesign, new clothing, new pose, perspective

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.