VIDEO PROMPT PHRASES

187 phrases

Every phrase on this page is filed under the single decision it moves. Wrong energy, change the movement group. Wrong feel, change the light group. Leave the rest alone.

DURATION

6 seconds, 8 seconds, 10 seconds, 15 seconds, 30 seconds, 60 seconds

How long the clip runs.

ASPECT RATIO

16:9, 9:16, 1:1

Frame shape.

MEDIUM AND STYLE

cinematic, photorealistic, anime, documentary, 3d render, unreal engine, stop-motion, 35mm film, watercolor, vector, photoreal, claymation, line art, octane

What the output is pretending to be.

SHOT SIZE

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

How much of the subject fills the frame.

CAMERA ANGLE

overhead, low-angle, eye level, three-quarter, top-down, profile, high-angle

Where the camera sits relative to the subject.

CAMERA MOVEMENT

push-in, tracking shot, handheld, orbit, locked-off, slow zoom, truck, slow dolly, parallax, pull-back, slow pan, whip pan, crane up, dolly in, steadicam, tilt down, dolly out, pan left, tilt up, dolly forward, dolly back

How the camera travels during the shot.

LENS AND FOCAL LENGTH

35mm, macro lens, anamorphic, 100mm, 50mm, 85mm, 28mm, wide-angle lens, 32mm, 50 mm, fisheye, telephoto, 40mm, 35 mm, 85 mm, 24mm

Perspective and compression.

DEPTH OF FIELD

shallow depth of field, bokeh, rack focus, f/1.4, f/1.8, f/2.0, soft focus, f/2.8

DEPTH OF FIELD (CONT.)

What is sharp and what falls away.

LIGHTING

soft lighting, rim lighting, rim light, silhouette, volumetric lighting, golden hour, volumetric light, soft light, side lighting, chiaroscuro, key light, low-key, practical lighting, backlit, high-key, side light, practical lights, backlight, god rays, neon lighting, blue hour, softbox

Where the light comes from and how hard it is.

COLOUR AND GRADE

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

The palette and contrast of the finished image.

SUBJECT MOTION

reveal, float, drift, slow motion, glides, rotates, time-lapse, ripples, unfolds, hovers, cascade

What moves inside the frame, and how fast.

MOOD

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

The feeling the clip should leave.

AUDIO BED

percussion, bells, ukulele, xylophone, piano, drums, bass, marimba, strings, synth, guitar, choir, handclaps, pads, flute, synthesizer, synthetic, harp, synthase, kalimba

The sound that plays under the picture.

RESOLUTION / QUALITY TIER

480p, 720p, 1080p, 4k, basic, high, ultra, pro, std, standard

Seedance 2.5 caps at 720p so 1080p/4K work stays on Seedance 2.0; Grok Video 1.5 only 480p or 720p; Marketing Studio video 480p

RESOLUTION / QUALITY TIER (CONT.)

or 720p.

FIRST/LAST FRAME ANCHORING

start frame, end frame, start = end, one-shot, loop, end-frame reveal, generic image/reference role , not a start-frame role

scroll-scrub.md warns that passing a storyboard as a start frame makes the page open on a static image; pass it in the generic reference role instead.

AD FORMAT / MODE (BRANDED VIDEO)

ugc, hook, setting, ad reference

Hook text is prepended to the user's prompt and does not replace it; production prompt documentation notes "Hooks (the prompt on --prompt) matter more than mode for performance."

187 phrases

EDIT INSTRUCTION (VIDEO EDITING WORKFLOWS)

make the jacket red, sketch, timestamp

draw_to_video takes a source video, an edited/sketched frame, the timestamp for that frame and a short edit instruction.