PROMPT CRAFT CHEATSHEET

Video prompts

Duration, shot size, camera movement and the audio a clip describes for itself. A prompt is a list of decisions, not a paragraph of atmosphere.

ORDER TO WRITE THEM IN

Duration, Aspect ratio, Medium and style, Shot size, Camera angle, Camera movement, Lens and focal length, Depth of field, Lighting, Colour and grade, Subject motion, Mood, Audio bed, Pacing and cuts

DURATION

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

ASPECT RATIO

16:9, 9:16, 1:1

MEDIUM AND STYLE

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

SHOT SIZE

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

CAMERA ANGLE

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

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

LENS AND FOCAL LENGTH

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

DEPTH OF FIELD

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

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

COLOUR AND GRADE

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

SUBJECT MOTION

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

MOOD

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

AUDIO BED

percussion, bells, ukulele, xylophone, piano, drums, bass, marimba, strings, synth, guitar, choir, handclaps, pads

PACING AND CUTS

One continuous take, no cuts.

RESOLUTION / QUALITY TIER

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

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

AD FORMAT / MODE (BRANDED VIDEO)

ugc, hook, setting, ad reference

EDIT INSTRUCTION (VIDEO EDITING WORKFLOWS)

make the jacket red, sketch, timestamp

NOT: TEXT AND BRANDING

text, logos, subtitles, watermark, watermarks, captions, on-screen text, text on screen

NOT: ANATOMY AND FACES

extra limbs, distorted faces, extra characters, hands, extra fingers, extra animals

NOT: CONTENT AND SAFETY

violence, scary imagery, scary elements, weapons

NOT: AUDIO

music, narration

NOT: OTHER

dialogue, copyrighted characters, talking, cuts, horror, humans, clothes, flickering, frightening imagery, morphing, camera shake, zoom

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.