



THE COMPLETE GUIDE TO
WRITING

PERFECT PROMPTS

FOR
**AI IMAGE
GENERATION**

*A Practical Quick Reference Guide
for Creating Professional AI Images*



SUBJECT



LIGHTING



COMPOSITION



COLOR



STYLE



QUALITY



AND MORE

— AUTHOR —

Jehangir Ahmed

WELCOME

Welcome!

I'm glad you're here.

AI image generation has opened a world of creative possibilities. With the right prompt, you can turn ideas into breathtaking visuals in seconds.

This guide is designed to help you write clear, precise, and powerful prompts that produce professional-quality images every time.

Whether you're a designer, marketer, content creator, business owner, or just getting started, you'll find practical formulas, real examples, and ready-to-use prompts inside.

Let's unlock the full creative power of AI together!



“

A great prompt is not about complicated words, it's about **clear ideas**.



— *Jehangir Ahmed*



WHAT YOU'LL FIND IN THIS GUIDE

- ✓ Step-by-step prompt building techniques
- ✓ Universal prompt formula that works anywhere
- ✓ Camera, lighting, composition & style guides
- ✓ Real-world prompt examples across categories
- ✓ Ready-to-use templates and cheat sheets
- ✓ Pro tips, shortcuts, and common mistakes to avoid



WHO IS THIS GUIDE FOR?



Content Creators & Social Media Managers



Business Owners & Entrepreneurs



Designers, Artists & Freelancers



Marketers & Advertisers



Students, Educators & Learners



Photography Enthusiasts



QUICK TIP

The more specific your prompt, the better your results.



Remember

AI is the tool. Your prompt is the creative direction.



Your imagination is limitless. Let's make every prompt powerful!



WHY PROMPTS MATTER

**Your Prompt is the Blueprint.
AI is the Artist.**

AI image models are incredibly powerful, but they need clear instructions. A well-crafted prompt communicates your vision in detail, guiding the AI to create images that match your imagination.



SEE THE DIFFERENCE

VAGUE PROMPT

A house in the mountains



Result: Generic, unclear, not what you imagined.

DETAILED PROMPT

"A modern wooden cabin in the mountains overlooking a lake, surrounded by pine trees, during sunset with warm golden light, ultra realistic, 8K"



Result: Specific, detailed, and exactly what you wanted.

VS

STRONG PROMPTS HELP YOU



Get more accurate and relevant results



Save time and iterations



Achieve professional quality images



Maintain style consistency



Bring creative ideas to life faster



Stand out in your projects and content



KEY POINT

The quality of the final image depends far less on the AI model and far more on the quality of your prompt.



PRO TIP

Think like a director. The more detail you give, the better the AI understands your creative vision.



COMMON MISTAKE

Being too vague or assuming the AI will "figure it out" on its own. Always be clear and specific.



REMEMBER: A great prompt is clear, detailed, and intentional. Small details create big differences.

ANATOMY OF A PROMPT

A great prompt is built with clear, detailed elements. When you include these components, the AI understands your vision and creates better images.



	SUBJECT Who or what is the main focus?	Example: A young woman reading a book
	ACTION What is happening?	Example: Sitting by the window and drinking coffee
	ENVIRONMENT Where is the scene taking place?	Example: Modern Scandinavian library with wooden furniture
	STYLE What artistic or visual style?	Example: Editorial photography
	LIGHTING How is the scene lit?	Example: Warm morning sunlight coming through the window
	COMPOSITION How is the frame arranged?	Example: Eye level, medium shot, centered composition
	CAMERA Which camera and settings?	Example: Canon EOS R5, 85mm lens, f/1.8
	COLOR PALETTE What colors dominate the scene?	Example: Warm cream, brown, soft green, natural colors
	MOOD What feeling does it create?	Example: Calm, cozy, peaceful and relaxed
	QUALITY / DETAILS What level of quality and detail?	Example: Ultra realistic, highly detailed, 8K, professional photography

THINK OF IT LIKE THIS



AI is the artist.
Your prompt is the **creative brief**.



More details =
More accurate results



Be clear,
specific and intentional



Use the right structure



Small details create big differences



Practice makes your prompts perfect

UNIVERSAL PROMPT FORMULA

Create a [STYLE] image of [SUBJECT] performing [ACTION] inside [LOCATION].

Lighting: ... | Camera: ... | Composition: ... | Colors: ...

Mood: ... | Quality: ... | Details: ... | Aspect Ratio: ...



PRO TIP

- ✓ Start with the subject and action.
- ✓ Add environment and style.
- ✓ Define lighting, composition and camera.
- ✓ Refine with colors, mood and quality.
- ✓ Review and adjust if needed.

UNIVERSAL PROMPT FORMULA

Use this formula as a structure for any type of image.
Fill in the details to communicate your vision clearly to the AI.



	SUBJECT Who or what is in the image?	Describe the main subject in detail.	Prompt: _____
	ACTION What is happening?	Describe the action, activity or interaction.	Prompt: _____
	LOCATION / ENVIRONMENT Where is the scene taking place?	Describe the place and surroundings.	Prompt: _____
	STYLE What artistic or visual style?	Define the art style, reference or mood.	Prompt: _____
	LIGHTING How is the scene lit?	Describe the light source and quality.	Prompt: _____
	COMPOSITION How is the frame arranged?	Define the angle, shot type and framing.	Prompt: _____
	CAMERA Which camera and settings?	Specify camera, lens and settings.	Prompt: _____
	COLOR PALETTE What colors dominate?	Describe the main colors and tones.	Prompt: _____
	MOOD What feeling does it create?	Define the emotion or atmosphere.	Prompt: _____
	QUALITY / DETAILS What level of quality and details?	Define the quality, detail level and clarity.	Prompt: _____
	ASPECT RATIO What size or format?	Choose the aspect ratio or orientation.	Prompt: _____

EXAMPLE: COMPLETE PROMPT

“Create a cinematic image of a lone explorer (**SUBJECT**) walking through an abandoned futuristic city during heavy rain (**ACTION**) at night (**LIGHTING**). Neon lights reflect on wet streets, with mist and atmospheric fog (**ENVIRONMENT**). Cyberpunk style (**STYLE**), dramatic composition using leading lines, low angle shot (**COMPOSITION**), shot on Sony A7R IV, 24mm wide lens, f/2.8 (**CAMERA**). Dominant colors of blue, purple and neon pink (**COLOR PALETTE**) creating a mysterious and intense mood (**MOOD**). Ultra realistic, highly detailed, 8K quality (**QUALITY**), aspect ratio 16:9 (**ASPECT RATIO**).”



QUICK TIP

Be clear and specific.

- ✓ Add more details for better results.
- ✓ Use the right order of elements.
- ✓ Keep your language natural.
- ✓ Refine and adjust your prompt.



KEY REMINDER

The more clearly you describe your vision, the better the AI can bring it to life.



CLEAR PROMPT



BETTER IMAGE



GREAT RESULTS

SUBJECT

The Heart of Your Image

The subject is the main focus of your image. The more specific and detailed you are, the better the AI understands who or what to create.



KEY POINT

A clear subject makes your image strong, relevant, and professional.

VAGUE VS. SPECIFIC SUBJECT

✗ VAGUE (Weak Subject)

Too general, unclear or not helpful.

- ✗ A man
- ✗ A woman
- ✗ A car
- ✗ A dog
- ✗ A house
- ✗ People
- ✗ A tree



✓ SPECIFIC (Strong Subject)

Clear, specific and detailed.

- ✓ A confident middle-aged businessman wearing a navy blue suit
- ✓ A young woman with long hair, reading a book
- ✓ A red vintage sports car parked on the beach
- ✓ A golden retriever puppy playing in the grass
- ✓ A modern wooden cabin with large glass windows
- ✓ A happy family of four walking in the park
- ✓ A tall pine tree in a snowy mountain



HOW TO DESCRIBE A STRONG SUBJECT



Be Specific

Use exact details, not general words.



Include Key Details

Add age, gender, clothing, colors, accessories, etc.



Add Personality

Describe expression, posture, attitude or mood.



Use Descriptive Words

Use strong adjectives to make your subject vivid.



Focus on Your Goal

Think about the purpose of your image and describe accordingly.

EXAMPLE SUBJECT PROMPTS



Portrait



A confident middle-aged businessman with short black hair and a light beard, wearing a navy blue suit.



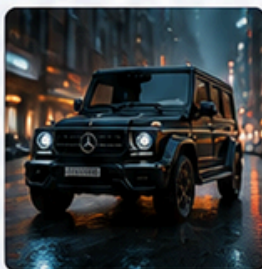
Lifestyle



A young woman in workout clothes stretching on a yoga mat in a bright modern home.



Vehicle



A black luxury SUV parked on a wet city street at night with neon lights reflecting.



Animal



A golden retriever puppy running in a green field with a playful and happy expression.



Object / Product



A luxury wristwatch with a black leather strap and gold details on a dark background.



PRO TIP

Imagine you are explaining the subject to a photographer. The more details you give, the better the result.



AI SHORTCUT

Use this structure:
[Who/What] + [Key Details] +
[Expression/Action] + [Look/Style]



COMMON MISTAKE

Being too vague or assuming the AI will understand what you mean. Always be clear and specific.

ACTION

Bring Your Scene to Life

The action describes what the subject is doing. It adds energy, purpose, and movement to your image. Clear action helps the AI create more dynamic and engaging visuals.



"Good action tells a story in a single frame."

KEY POINT

A strong action makes your image more realistic, natural, and interesting.

COMMON ACTION CATEGORIES

- MOVEMENT**
Running, jumping, walking, flying, turning, spinning, etc.
- INTERACTION**
Talking, shaking hands, holding, touching, playing, helping, etc.
- WORK / ACTIVITY**
Writing, cooking, working, building, painting, studying, etc.
- EMOTIONAL EXPRESSION**
Smiling, laughing, crying, thinking, surprised, excited, etc.
- SPORTS / FITNESS**
Playing sports, exercising, lifting, training, competing, etc.
- CREATIVE ACTION**
Drawing, designing, singing, dancing, performing, etc.
- RELAXATION**
Sitting, lying down, meditating, resting, enjoying the view, etc.

VAGUE vs SPECIFIC ACTION

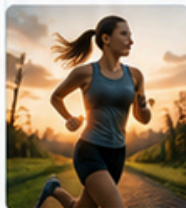
✗ VAGUE (Weak)	✓ SPECIFIC (Strong)
Unclear, boring or less effective	Clear, detailed and engaging
✗ Walking	✓ Walking across a suspension bridge
✗ Sitting	✓ Sitting by a fireplace reading a book
✗ Working	✓ Working on a laptop in a cozy café
✗ Running	✓ Talking with a friend and smiling
✗ Eating	✓ Running on the beach at sunrise
✗ Playing	✓ Eating pizza at an outdoor restaurant
✗ Looking	✓ Playing guitar on stage
	✓ Looking at the stars through a telescope

HOW TO WRITE STRONG ACTIONS

- Be Specific**
Describe exactly what is happening.
- Add Detail**
Include how, where, and why.
- Use Verbs**
Strong action verbs create impact.
- Show, Don't Tell**
Let the action visually tell the story.
- Match the Mood**
Choose actions that fit the atmosphere.

EXAMPLE ACTION PROMPTS

Movement



A woman jogging along a forest trail at sunrise.

Interaction



Two businessmen shaking hands and smiling in an office.

Work / Activity



A student writing notes in a notebook while studying in a library.

Emotional



A little boy laughing joyfully while playing in the park.

Sports / Fitness



A man lifting weights during a gym workout.

Creative Action



A woman painting a beautiful landscape on a canvas.

Relaxation



A person sitting by the lake enjoying the sunset.

PRO TIP

Combine action with detail, emotion, and environment for powerful results.



AI SHORTCUT

Add this structure:
[Subject] + [Action] + [Environment] + [Style] + [Lighting] + [Mood]



COMMON MISTAKE

Being too vague or using weak verbs reduces the quality and impact of your image.

ENVIRONMENT

The World Around Your Subject

The environment sets the scene and adds context, depth, and realism to your image. It includes the location, background, surroundings, time of day, weather, and atmosphere. A well-described environment helps the AI create a more immersive and believable image.



KEY POINT

A detailed environment transforms a simple scene into a powerful visual story.

KEY ELEMENTS OF ENVIRONMENT



LOCATION

Where the scene takes place (city, forest, beach, room, space, etc.)



TIME OF DAY

Morning, afternoon, evening, night, golden hour, twilight, etc.



WEATHER

Sunny, cloudy, rainy, foggy, snowy, windy, stormy, etc.



SEASON

Spring, summer, autumn, winter



ATMOSPHERE / MOOD

Calm, mysterious, dramatic, peaceful, energetic, eerie, etc.



BACKGROUND DETAILS

Mountains, buildings, trees, rivers, furniture, lights, patterns, etc.

VAGUE vs. SPECIFIC ENVIRONMENT

✗ VAGUE (Weak)

Unclear, generic or less effective

✗ Outside

✗ A room

✗ City

✗ Forest

✗ Beach

✗ Space

✓ SPECIFIC (Strong)

Clear, detailed and engaging

✓ A misty pine forest in the early morning

✓ A cozy modern living room with warm lighting

✓ A busy futuristic city street at night with neon lights

✓ A snowy mountain valley during sunset

✓ A tropical beach with turquoise water and palm trees

✓ Outer space with distant galaxies and glowing nebula



HOW TO DESCRIBE A STRONG ENVIRONMENT



Be Specific

Name the location and key surroundings.



Define Time & Weather

Add time of day and weather conditions.



Add Atmosphere

Describe the mood or feeling of the scene.



Include Background Details

Mention important background elements for depth.



Match with the Subject

Ensure the environment supports the story and subject.

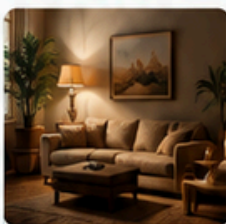
EXAMPLE ENVIRONMENTS IN ACTION

Urban Night



A rainy city street at night with neon lights and reflections.

Cozy Interior



A cozy living room with warm lighting, wooden furniture and plants.

Mountain Landscape



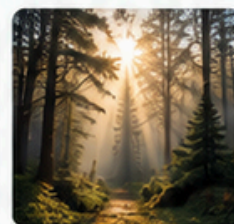
Snowy mountains under a clear blue sky with pine trees in the foreground.

Tropical Beach



A tropical beach with palm trees, golden sand and clear blue water.

Forest Morning



A misty forest in the early morning with soft sunlight filtering through.

Futuristic City



A futuristic city with flying cars and towering skyscrapers.



PRO TIP

The more sensory details you add, the more realistic and immersive your image will be.



AI SHORTCUT

Use this structure:
[Location] + [Time of Day] + [Weather] + [Key Elements] + [Atmosphere / Mood]



COMMON MISTAKE

Using too little detail or skipping the environment makes the image look flat and unconvincing.

STYLE

Define the Look & Feel

Style determines the artistic or visual approach of your image. It sets the tone, emotion, and creative direction. Choosing the right style helps the AI produce visuals that match your vision.



Art Direction

Visual Tone

Mood

Influence

Creativity



KEY POINT

A well-chosen style gives your image personality, consistency, and impact.

VAGUE vs. SPECIFIC STYLE

✗ VAGUE (Weak)

Unclear, too general

- ✗ Nice style
- ✗ Artistic
- ✗ Cool look
- ✗ Good quality
- ✗ Modern look



✓ SPECIFIC (Strong)

Clear, detailed and engaging

- ✓ Cinematic lighting, realistic style
- ✓ Watercolor painting, soft and dreamy
- ✓ 3D render, ultra realistic
- ✓ Minimalist line art, black and white
- ✓ Vintage film photography, grainy texture



HOW TO CHOOSE THE RIGHT STYLE



Match Your Purpose

Use styles that fit your goal (marketing, storytelling, art, etc.).



Know Your Audience

Different styles appeal to different people.



Consider the Mood

Use style to create the right emotion.



Be Consistent

Keep the style consistent for a professional result.



Use References

Mention artists, movements or styles for accuracy.

POPULAR STYLE EXAMPLES

Photorealistic



Ultra realistic, sharp details, natural lighting.

Cinematic



Dramatic lighting, wide angles, storytelling atmosphere.

Fantasy / Concept Art



Imaginative, epic scenes with rich colors and intricate details.

Watercolor



Soft brush strokes, colorful, artistic and hand-painted feel.

Minimalist



Clean, simple, focused on essential elements.

Vintage / Retro



Old-school look, grain, faded colors, nostalgic feel.

3D Render



Computer generated, realistic 3D modeling and lighting.

Line Art



Outline based, simple, clean and versatile.

Abstract



Shapes, colors and textures that create visual impact.

Anime / Manga



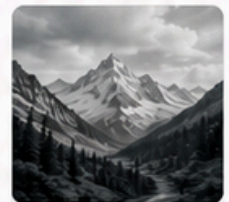
Stylized characters, vibrant colors, expressive vibe.

Oil Painting



Rich textures, bold brush strokes, classic painting feel.

Black & White



Timeless, elegant, high contrast or soft monochrome.



PRO TIP

Combine style with good lighting, composition and details for outstanding results.



AI SHORTCUT

Use this structure:
[Subject] + [Action] + [Environment]-
[Style] + [Lighting] + [Mood] + [Details]



COMMON MISTAKE

Using too many mixed styles confuses the AI and reduces the quality of the image.

LIGHTING

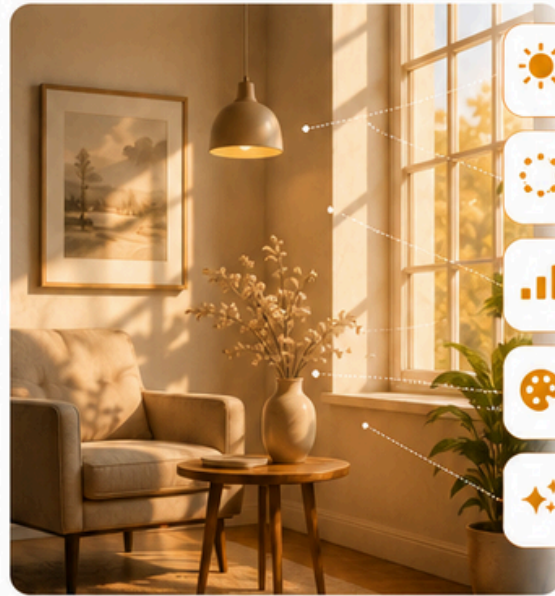
Shape Mood, Depth & Realism

Lighting is one of the most powerful elements in visual storytelling. It controls mood, highlights details, creates depth, and guides the viewer's eye. Good lighting turns a simple scene into an extraordinary image.



KEY POINT

Great lighting makes your image look natural, professional, and emotionally powerful.



DIRECTION
Where the light comes from



QUALITY
Hard, soft, diffused, etc.



INTENSITY
Brightness and strength



COLOR
Warm, cool, neutral, colored



EFFECT
Shadows, contrast, highlights, rim light

VAGUE vs. SPECIFIC LIGHTING

✗ VAGUE (Weak)

Unclear, generic or less effective

- ✗ Good lighting
- ✗ Bright light
- ✗ Nice light
- ✗ Dark mood
- ✗ Sunlight

✓ SPECIFIC (Strong)

Clear, detailed and engaging

- ✓ Golden hour sunlight from the left
- ✓ Soft diffused window light
- ✓ Dramatic low-key lighting with strong shadows
- ✓ Neon lights casting colorful glow
- ✓ Backlit rim light with lens flare



HOW TO DESCRIBE LIGHTING EFFECTIVELY



Specify the Direction

Use exact directions like left, right, front, back, top, side, etc.



Define the Quality

Choose between soft, hard, diffused, natural, artificial, etc.



Set the Intensity

Mention brightness level: soft, bright, dim, high contrast, etc.



Choose the Color

Add color temperature: warm, cool, neutral, golden, blue, etc.



Add Special Effects

Include shadows, reflections, rim light, flare, glow, etc.

COMMON LIGHTING TYPES (EXAMPLES)

☀ NATURAL LIGHT



Uses sunlight for a realistic and organic look. Perfect for outdoor scenes.

Example Prompt:
"Mountain landscape at sunrise with soft natural light."

☀ GOLDEN HOUR



Warm, soft sunlight during sunrise or sunset. Creates a magical, cinematic mood.

Example Prompt:
"Portrait of a woman in a field during golden hour."

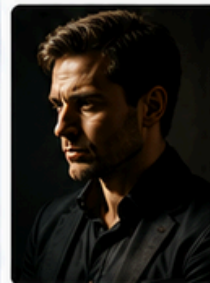
☁ SOFT DIFFUSED LIGHT



Light spread evenly, reduces harsh shadows. Ideal for portraits and product photography.

Example Prompt:
"Minimalist product photo with soft diffused window light."

⚡ DRAMATIC LIGHTING



Strong contrast between light and shadow. Creates tension and powerful impact.

Example Prompt:
"Close-up portrait of a man with dramatic side lighting and deep shadows."

☀ BACKLIGHTING



Light comes from behind the subject. Adds depth, separation and a glowing outline.

Example Prompt:
"Woman standing in a field with backlight and rim light at sunset."

💡 NEON / COLORED LIGHT



Uses colored or neon lights to create a stylized, futuristic atmosphere.

Example Prompt:
"Cyberpunk city street with neon lights and wet reflections."



PRO TIP

Think of lighting as the mood painter of your image. The right light can turn an average scene into art.



AI SHORTCUT

Use this structure:
[Type] + [Direction] + [Quality] + [Intensity] + [Color] + [Effect]



COMMON MISTAKE

Ignoring lighting details or using conflicting descriptions can make the image look flat or unnatural.

COMPOSITION

Arrange Elements with Purpose

Composition is how the elements are arranged within the frame. A strong composition guides the viewer's eye, creates balance, adds depth, and makes your image more powerful and visually appealing.



KEY POINT

Good composition turns a good image into a great one. It tells a clear story and leaves a lasting impact.



BALANCE

Distribute visual weight evenly.



FOCUS

Make the main subject stand out.



DEPTH

Use layers to create dimension.



FLOW

Guide the viewer's eye naturally.



HARMONY

Ensure all elements work well together.

VAGUE vs. SPECIFIC COMPOSITION

✗ VAGUE (Weak)

Unclear or random arrangement

- ✗ Objects placed randomly
- ✗ No clear subject
- ✗ Cluttered or confusing
- ✗ Poor balance
- ✗ No leading lines

>>

✓ SPECIFIC (Strong)

Thoughtful and intentional arrangement

>>

- ✓ Subject placed with purpose
- ✓ Clear focal point
- ✓ Clean and balanced
- ✓ Effective use of space
- ✓ Natural eye flow



HOW TO IMPROVE COMPOSITION



Use the Rule of Thirds

Place key elements along the grid lines or intersections.



Lead the Eye

Use lines, paths, or shapes to guide attention to the subject.



Simplify the Frame

Remove distractions and keep only what adds value.



Balance the Scene

Balance objects, colors, and space for visual stability.



Choose the Right Perspective

Experiment with angles – high, low, wide, or eye level.



Leave Breathing Space

Give your subject room to stand out. Avoid cramped framing.

COMPOSITION TECHNIQUES (EXAMPLES)

RULE OF THIRDS



Place the subject on the intersections for a natural and balanced look.

Example Prompt:

"A lighthouse on the left third, ocean and sunset sky."

LEADING LINES



Use lines (roads, fences, rivers, etc.) to lead the viewer's eye to the subject.

Example Prompt:

"A winding road leading to a mountain range under dramatic clouds."

FRAMING



Use natural or architectural elements to frame your subject.

Example Prompt:

"A historic building framed by an archway with morning light."

SYMMETRY



Create a sense of harmony using symmetrical arrangements.

Example Prompt:

"A wooden pier centered between calm lake reflections at sunrise."

DEPTH & LAYERS

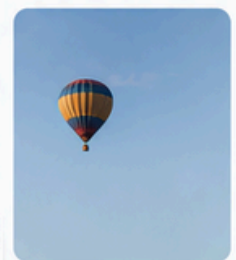


Add foreground, middle ground, and background for depth.

Example Prompt:

"Mountains in the background, trees in the middle, rocks in front."

NEGATIVE SPACE



Use empty space around the subject to create impact and focus.

Example Prompt:

"A hot air balloon in the sky with minimal clouds and lots of space."



PRO TIP

Before generating, visualize your frame. Ask: "Where is the subject? What's in front, behind, and around it?"



AI SHORTCUT

Use this structure:
[Subject] + [Position] + [Foreground] + [Background] + [Depth] + [Space]



COMMON MISTAKE

Overcrowding the frame, poor placement, or ignoring balance can make the image feel messy or unprofessional.

CHAPTER 11

CAMERA

See the Scene Your Way

Camera settings and angles determine how the scene is captured. They control perspective, scale, focus, and viewpoint. The right camera choices help the AI create more realistic, dynamic, and professional-looking images.



KEY POINT

Camera choices shape the story, perspective, and emotional impact of your image.



ANGLE

Where the camera is placed



PERSPECTIVE

How the scene is viewed



FOCUS

What is sharp or blurry



FRAMING

How the scene is framed



LENS

The type of lens effect



VAGUE vs. SPECIFIC CAMERA PROMPTS

✗ VAGUE (Weak)

Unclear or generic

✗ Good angle

✗ Nice shot

✗ From far away

✗ Close up

✗ Wide view

✓ SPECIFIC (Strong)

Clear, detailed and engaging

✓ Low angle shot

✓ Rule of thirds composition

✓ Aerial drone view

✓ Extreme close-up of eyes

✓ Wide angle landscape shot

HOW TO USE CAMERA EFFECTIVELY



Choose the Right Angle

Pick an angle that supports your subject and story.



Set the Perspective

Decide how the viewer experiences the scene.



Control the Focus

Decide what is sharp and what is blurred.



Frame with Purpose

Use framing techniques for strong composition.



Select the Lens

Mention the lens type for the desired effect.

COMMON CAMERA ANGLES



Eye Level

Natural, everyday perspective.



Low Angle

Makes the subject look powerful and dominant.



High Angle

Makes the subject look small or shows more background.



Top Down (Bird's Eye View)

Great for patterns, layouts and large scenes.



Over the Shoulder

Creates a storytelling, immersive viewpoint.

CAMERA SHOTS & EXAMPLES

WIDE SHOT (Establishing)



Shows the entire scene and surroundings.

Example Prompt:

"A wide shot of a mountain lake at sunrise with forest in the foreground."

MEDIUM SHOT (Half Body)



Shows the subject with some background detail.

Example Prompt:

"A medium shot of a man standing on a rocky trail with mountains behind him."

CLOSE-UP



Focuses on the subject's face or an object with detail.

Example Prompt:

"A close-up portrait of a woman with soft light and natural expression."

EXTREME CLOSE-UP (Macro)

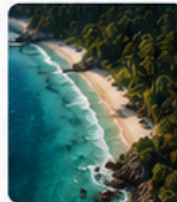


Shows extreme detail of a small part of the subject.

Example Prompt:

"An extreme close-up of water droplets on a green leaf, ultra detailed."

AERIAL SHOT (Drone View)



High view from above to show scale and pattern.

Example Prompt:

"An aerial shot of a tropical beach with clear water and palm trees."

OVER THE SHOULDER (OTS)

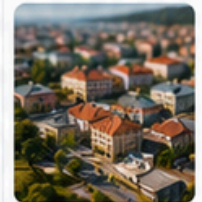


Adds depth and storytelling by showing someone's perspective.

Example Prompt:

"Over the shoulder shot of a man looking at a lake and mountains."

TILT-SHIFT SHOT (Miniature Effect)



Makes the scene look like a miniature model.

Example Prompt:

"A tilt-shift shot of a busy city street that looks like a miniature model."

COMMON LENS TYPES



Wide Angle (14–24mm)

Captures more area, great for landscapes and interiors.



Standard (35–50mm)

Natural perspective, close to what the eye sees.



Telephoto (70–200mm)

Brings distant subjects closer, great for portraits and wildlife.



Macro (100mm+)

Captures tiny details with extreme clarity.

FOCUS & DEPTH OF FIELD



Shallow Depth of Field

Subject sharp, background blurred. Great for portraits.



Deep Depth of Field

Everything in focus. Great for landscapes.



Selective Focus

Focus on a specific area to draw attention.

CAMERA SETTINGS YOU CAN MENTION



Aperture: f/1.8, f/4, f/8, f/11



Shutter Speed: 1/1000s, 1/125s, 1s



ISO: 100, 400, 800



White Balance: Warm, Cool, Daylight



Focal Length: 24mm, 50mm, 85mm



PRO TIP

Combine camera settings with other elements (lighting, composition, style) for stunning results.



AI SHORTCUT

Use this structure:

[Shot Type] + [Angle] + [Lens] + [Focus] + [Setting] + [Subject] + [Environment]



COMMON MISTAKE

Ignoring camera details can make your image look flat, unrealistic, or unprofessional.

COLOR PALETTE

Set the Mood with the Right Colors

Color influences emotion, atmosphere, and the overall impact of your image. A well-chosen color palette creates harmony, sets the tone, and helps communicate your message instantly. The right colors make your image more engaging, memorable, and professional.



HOW COLOR AFFECTS YOUR IMAGE



KEY POINT

Colors speak before words do. The right palette can attract, inspire, calm, energize, or motivate.



Mood

Sets the emotional tone of the image.



Focus

Guides attention to what matters.



Harmony

Creates balance and visual unity.



Impact

Makes your image memorable and powerful.

VAGUE vs. SPECIFIC COLOR PROMPTS

✗ VAGUE (Weak)

Unclear or generic

✗ Nice colors

»

✗ Bright colors

»

✗ Dark colors

»

✗ Good palette

»

✗ Warm tones

»

✓ SPECIFIC (Strong)

Clear, detailed and engaging

✓ Sunset orange, deep purple and soft pink

✓ Teal blue and warm gold with creamy white

✓ Charcoal gray, midnight blue and muted silver

✓ Sage green, beige and terracotta

✓ Warm earthy tones with soft golden light

COLOR PSYCHOLOGY (MEANING & EFFECT)

Red	Energy, passion, excitement, power
Orange	Warmth, enthusiasm, creativity, joy
Yellow	Happiness, optimism, clarity, attention
Green	Nature, growth, health, harmony
Blue	Calm, trust, stability, professionalism
Purple	Luxury, creativity, imagination, wisdom
Pink	Love, kindness, softness, femininity
Brown	Stability, warmth, earthiness, comfort
Black	Elegance, power, sophistication
White	Purity, simplicity, cleanliness, space

HOW TO CHOOSE THE RIGHT PALETTE



Understand the Purpose

Choose colors that match your message and goal.



Know Your Audience

Different colors appeal to different people.



Consider the Mood

Select colors that create the right emotional impact.



Limit Your Colors

Use 3–6 main colors for a clean, professional look.



Ensure Contrast

Make sure text and key elements stand out.



Look at References

Use color palettes from photos, art, brands or design tools.

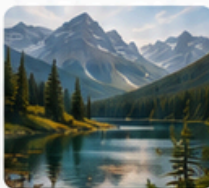
POPULAR COLOR PALETTES (EXAMPLES)

WARM & VIBRANT



Energetic, cheerful and eye-catching. Great for travel, food, events, and lifestyle.

COOL & CALM



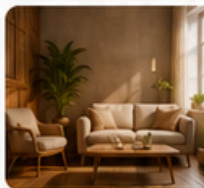
Calm, peaceful and refreshing. Perfect for health, nature, wellness and corporate themes.

MINIMAL & MODERN



Clean, elegant and professional. Ideal for business, tech, architecture and product design.

NATURAL & EARTHY



Warm, organic and balanced. Great for environment, eco brands and organic products.

PASTEL SOFT



Soft, gentle and friendly. Best for beauty, fashion, kids, and feminine brands.

DRAMATIC & BOLD



Strong, luxurious and high-impact. Perfect for luxury, premium products and dramatic scenes.



PRO TIP

Use color palettes from tools like: Coolers.co • Adobe Color • Canva Color Pinterest • Behance • Unsplash

Save your palettes and reuse them for consistency across your projects.



AI SHORTCUT

Use this structure in your prompts:

[Color Palette] + [Main Colors] + [Tone/Mood] + [Lighting] + [Style]

Example:

"Teal and orange cinematic color palette, warm sunset light, high contrast, realistic style."



COMMON MISTAKE

- Using too many colors (makes image messy)
- Low contrast (elements look flat)
- Colors that don't match the mood
- Ignoring color harmony
- Not checking colors in the final image

Keep it simple, harmonious and purposeful for the best results.

CHAPTER 13

MOOD

Set the Emotion, Tell the Story

Mood is the emotional atmosphere of your image. It shapes how the viewer feels when they look at it. By choosing the right mood, you can create a deeper connection, influence perception, and make your image truly unforgettable.



KEY POINT

Mood turns a beautiful image into a powerful experience. It's the feeling that stays in the viewer's mind.

VAGUE vs. SPECIFIC MOOD

✗ VAGUE (Weak)

Unclear or generic

- ✗ Nice mood
- ✗ Good feeling
- ✗ Sad scene
- ✗ Happy atmosphere
- ✗ Scary look

✓ SPECIFIC (Strong)

Clear, detailed and engaging

- ✓ Peaceful sunrise with calm vibes
- ✓ Melancholic rainy day feeling
- ✓ Joyful celebration with energy
- ✓ Dark, mysterious and eerie
- ✓ Romantic golden hour warmth

HOW TO CHOOSE THE RIGHT MOOD



Know Your Purpose

Understand the message and emotion you want to communicate.



Consider Your Audience

Think about what emotion will resonate with them.



Match the Subject

Choose a mood that fits the subject and the story.



Use Supporting Elements

Lighting, colors, composition, and style should support the mood.



Be Consistent

Keep the mood consistent throughout the image for a strong impact.

MOOD ENHANCERS



Lighting

Bright, soft, dramatic, or low-key lighting changes the mood instantly.



Color

Warm colors feel cozy & happy. Cool colors feel calm & moody.



Weather

Sunny, foggy, rainy, or stormy weather sets the tone.



Composition

Angles, framing, and space influence how a mood feels.



Details

Small elements add emotion and make the mood believable.



MOODS EVOKE



Emotion

Creates a feeling that connects.



Meaning

Adds depth and interpretation.



Atmosphere

Sets the tone of the entire scene.



Story

Helps convey the message visually.



Impact

Makes the image memorable and influential.

COMMON MOODS & EXAMPLES

HAPPY / JOYFUL



Bright light, vibrant colors, open spaces, smiling faces, energetic composition.

Example Prompt:

"Children playing in a sunny field with balloons, cheerful and vibrant mood."

CALM / PEACEFUL

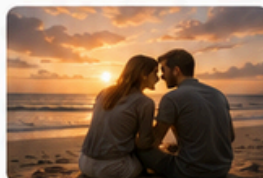


Soft light, cool or pastel colors, minimal elements, still water, open sky.

Example Prompt:

"Peaceful lake at sunrise with mountains in the background, calm mood."

ROMANTIC / WARM



Warm golden light, soft tones, intimate moments, gentle composition.

Example Prompt:

"Couple watching the sunset on the beach, romantic warm mood."

MELANCHOLIC / SAD



Desaturated colors, overcast sky, solitude, reflective composition.

Example Prompt:

"A lonely man sitting on a bench on a rainy day, melancholic mood."

MYSTERIOUS / DARK



Low light, shadows, fog, dark tones, hidden details, dramatic atmosphere.

Example Prompt:

"Foggy forest path at night with a distant figure, mysterious mood."

DRAMATIC / INTENSE



High contrast, dramatic lighting, strong clouds, bold composition.

Example Prompt:

"Thunderstorm over the mountains with lightning, dramatic intense mood."

ADVENTUROUS / BOLD



Wide views, dynamic angles, vibrant tones, sense of exploration.

Example Prompt:

"Hiker on a mountain peak overlooking a vast valley, adventurous mood."

SERENE / MINIMAL



Minimal elements, soft tones, clean composition, negative space.

Example Prompt:

"Minimalist still life with a white vase and a single green leaf, serene mood."

ENERGETIC / EXCITING



Bright lights, motion, vibrant colors, dynamic composition.

Example Prompt:

"City night lights with car light trails, energetic exciting mood."

NOSTALGIC / VINTAGE



Muted colors, warm tones, film grain, classic elements, timeless feeling.

Example Prompt:

"Vintage car on an old street, nostalgic vintage mood."



PRO TIP

Close your eyes and imagine the feeling you want your image to create. Then use words that describe that feeling.



AI SHORTCUT

Use this structure in your prompts:

[Subject] + [Action] + [Environment] +
[Mood] + [Lighting] + [Style] + [Details]



COMMON MISTAKE

- Ignoring mood (makes image feel empty)
- Mixing opposite moods (confusing result)
- Not matching mood with subject
- Overdoing effects and losing emotion

QUALITY MODIFIERS

Make Your Image Sharp, Clear & Professional

Quality modifiers are powerful words and phrases that improve the technical quality and level of detail in your images. They ensure your AI-generated images are high-resolution, crisp, realistic, and visually stunning.



KEY POINT

The right quality modifiers can take your image from average to extraordinary by adding clarity, detail, and professionalism.



VAGUE vs. SPECIFIC QUALITY PROMPTS

✗ VAGUE (Weak)

Unclear or generic

✗ Good quality

✗ Nice image

✗ High resolution

✗ Clear picture

✗ Detailed

✗ Realistic

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✓ SPECIFIC (Strong)

Clear, detailed and engaging

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ESSENTIAL QUALITY MODIFIERS



Resolution

8K, 4K, ultra high resolution, high resolution



Sharpness

Sharp focus, tack sharp, crisp details



Detail

Highly detailed, intricate details, fine details



Realism

Photorealistic, hyperrealistic, natural look



Clarity

Crystal clear, ultra clarity, high definition



Professionalism

Professional quality, studio lighting, masterpiece



Cleanliness

Clean background, no noise, flawless

HOW TO USE QUALITY MODIFIERS



Be Specific

Use clear and specific terms, not general words.



Combine Multiple Modifiers

Use 2-4 quality modifiers together for best results.



Match the Subject

Use realism for people, sharpness for products, detail for nature, etc.



Place Strategically

Add modifiers at the beginning or end of your prompt.

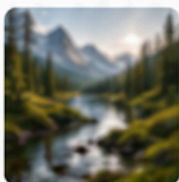


Avoid Overloading

Don't add too many modifiers. Keep it natural and effective.

QUALITY MODIFIERS EXAMPLES (SEE THE DIFFERENCE)

LOW QUALITY (Weak Prompt)



Blurry, low detail, less realistic

✗ Example Prompt:
"A forest with a river."

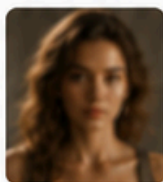
HIGH QUALITY (Strong Prompt)



8K ultra realistic, sharp and detailed

✓ Example Prompt:
"A forest with a river, 8K ultra realistic, sharp focus, highly detailed."

PORTRAIT - LOW (Weak Prompt)



Soft skin, low clarity, less realistic

✗ Example Prompt:
"A woman portrait."

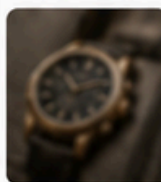
PORTRAIT - HIGH (Strong Prompt)



Crystal clear, realistic skin detail, studio quality

✓ Example Prompt:
"A woman portrait, ultra realistic, 8K, sharp focus, detailed skin texture, studio lighting."

PRODUCT - LOW (Weak Prompt)



Soft, blurry, low detail

✗ Example Prompt:
"A wrist watch."

PRODUCT - HIGH (Strong Prompt)



High detail, sharp focus, professional quality

✓ Example Prompt:
"A luxury wrist watch, 8K, ultra realistic, sharp focus, professional studio lighting."

NATURE - LOW (Weak Prompt)



Low detail, muted colors

✗ Example Prompt:
"A flower close-up."

NATURE - HIGH (Strong Prompt)



Vibrant, highly detailed, macro quality

✓ Example Prompt:
"A flower close-up, macro shot, ultra detailed, 8K, vibrant colors, sharp focus."



PRO TIPS

- Start with resolution: 8K, 4K, ultra high resolution.
- Add sharpness: Sharp focus, tack sharp.
- Add detail: Highly detailed, intricate details.
- Add realism: Photorealistic, natural look.
- Keep it balanced and relevant to your subject.

Good quality modifiers don't just improve the image, they make it stand out!



AI SHORTCUT

Use this structure in your prompts:

[Subject] + [Action] + [Environment] + [Style] + [Lighting] + [Composition] + [Camera] + [Color Palette] + [Mood] + [Quality Modifiers]

Example:

"A portrait of a man, professional photo, office background, cinematic style, soft lighting, rule of thirds composition, 50mm lens, natural colors, confident mood, 8K ultra realistic, sharp focus, highly detailed."



COMMON MISTAKES

- Using only one or two generic quality words.
- Overloading the prompt with too many quality modifiers.
- Using conflicting terms (e.g., blurry + sharp).
- Ignoring subject-specific quality needs.
- Expecting high quality from a poorly written prompt.

Use the right quality modifiers with the right balance for the best results.

IMAGE STYLES

Choose the Right Style for Your Vision

Image style defines the overall look and feel of your image. From realistic photography to artistic illustrations, the right style helps communicate your message clearly and creates the exact visual impact you want.



KEY POINT

Selecting the right style helps your image connect with the right audience and match the purpose perfectly.



PHOTOREALISTIC

ANIME

WATERCOLOR

OIL PAINTING

PENCIL SKETCH

VAGUE vs. SPECIFIC STYLE PROMPTS

✗ VAGUE (Weak)

Unclear or generic

- ✗ Nice style
- ✗ Good look
- ✗ Beautiful art
- ✗ Cool drawing
- ✗ Creative style

»

✓ SPECIFIC (Strong)

Clear, detailed and engaging

- ✓ Photorealistic, DSLR photo style
- ✓ Watercolor painting, soft wash
- ✓ Cyberpunk, neon lighting, futuristic
- ✓ Minimalist vector illustration
- ✓ Oil painting, impasto texture

POPULAR STYLE CATEGORIES



Realistic Styles

Photorealistic, cinematic, HDR, macro, documentary



Artistic Styles

Watercolor, oil painting, acrylic, sketch, ink drawing



Illustration Styles

Vector, flat design, line art, cartoon, 3D render



Modern Styles

Minimalist, abstract, geometric, futuristic, cyberpunk



Retro & Vintage Styles

Vintage photo, retro poster, film grain, 80s style



Fantasy & Concept Styles

Fantasy art, sci-fi, surreal, concept art, matte painting

HOW TO CHOOSE THE RIGHT STYLE



Know Your Purpose

Match the style with your message and goal.



Know Your Audience

Choose a style that appeals to your target audience.



Match the Mood

Select a style that supports the emotion and atmosphere.



Consider the Platform

Some styles perform better on certain platforms.



Be Consistent

Use a consistent style for branding and visual identity.

POPULAR IMAGE STYLES (EXAMPLES)

PHOTOREALISTIC



Real-world look with high detail, realistic lighting and textures.

Example Prompt:

"A serene mountain lake at sunrise, photorealistic, ultra realistic, 8k."

CINEMATIC

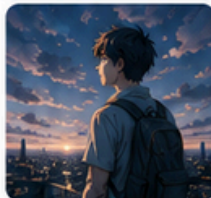


Dramatic lighting, high contrast, wide aspect, movie-like feel.

Example Prompt:

"A man walking in a rainy city at night, cinematic lighting, moody atmosphere."

ANIME



2D anime art style, vibrant colors, clean lines.

Example Prompt:

"Anime boy watching sunset from rooftop, dramatic sky, detailed background."

WATERCOLOR



Soft, transparent colors, hand-painted watercolor effect.

Example Prompt:

"A lighthouse on rocky shore, watercolor painting, soft colors, artistic wash."

OIL PAINTING



Rich textures, brush strokes, classic oil painting look.

Example Prompt:

"A street cafe at night, oil painting, thick brush strokes, warm light."

PENCIL SKETCH



Monochrome sketch, pencil lines, hand-drawn look.

Example Prompt:

"The Eiffel Tower, pencil sketch, detailed shading, black and white."

3D RENDER



3D modeled, realistic rendering, accurate lighting and shadows.

Example Prompt:

"Modern house exterior, 3d render, realistic lighting, ultra detailed."

VECTOR ILLUSTRATION



Clean shapes, flat colors, scalable vector graphics.

Example Prompt:

"Businessman working on laptop, vector illustration, flat design."

MINIMALIST



Simple, clean, minimal elements and composition.

Example Prompt:

"A plant in a white vase on table, minimalist style, neutral background."

CYBERPUNK



Neon lights, futuristic city, dark and vibrant colors.

Example Prompt:

"A futuristic city street, cyberpunk style, neon lights, night, detailed."

RETRO VINTAGE



Old-school look, vintage color grading, retro feel.

Example Prompt:

"Vintage car on old street, retro style, vintage color tone, film grain."

FANTASY



Magical, imaginative world, fantasy art style.

Example Prompt:

"A floating castle in the sky, fantasy art, epic landscape."



PRO TIP

- Combine style with other elements for best results.
- Example: "Photorealistic + sunset + mountain + lake"
- Experiment with different styles to find your best fit.
- Save successful styles for future consistency.



AI SHORTCUT

Use this structure in your prompts:

[Subject] + [Action] + [Environment] + [Style] + [Lighting] + [Composition] + [Color Palette] + [Mood] + [Quality]

Example: "A cozy cabin in the woods, sunset, photorealistic, cinematic lighting, highly detailed."



COMMON MISTAKES

- Mixing too many different styles together.
- Using unclear style terms.
- Ignoring style consistency in a series.
- Choosing a style that doesn't match the message.
- Not checking reference images.

Be specific, consistent, and intentional with the style you choose.

PHOTOGRAPHY PROMPTS

Capture Stunning Photos with AI

Great photography prompts help AI generate photos that look real, detailed, and professional. Use the right camera settings, angles, lighting, and composition to create breathtaking results for any purpose.



KEY POINT

A well-structured photography prompt controls every element of the shot, from the camera to the composition.



VAGUE vs. SPECIFIC PHOTOGRAPHY PROMPTS

✗ VAGUE (Weak)

- ✗ A photo of a lake
- ✗ A mountain photo
- ✗ A city picture
- ✗ A portrait of a girl
- ✗ A food photo
- ✗ A sunset
- ✗ A car photo

✓ SPECIFIC (Strong)

- ✓ A crystal clear alpine lake with reflections at sunrise
- ✓ A dramatic mountain landscape with moody clouds
- ✓ A cinematic night cityscape with wet street reflections
- ✓ A close-up portrait of a girl with soft natural light
- ✓ A gourmet burger on a wooden table, shallow depth of field
- ✓ A golden sunset over the ocean with soft waves
- ✓ A black sports car on a mountain road at sunset

ESSENTIAL PHOTOGRAPHY ELEMENTS

- Camera**
Specify camera type and model.
- Lens**
Mention lens type and focal length.
- Aperture**
Control depth of field and sharpness.
- Shutter Speed**
Control motion and light exposure.
- ISO**
Control brightness and image clarity.
- White Balance**
Set the color tone and mood.
- Focus**
Define what should be sharp.
- Resolution**
Define image quality and detail.

HOW TO WRITE PHOTOGRAPHY PROMPTS

- Start with the Subject**
Be clear about what the photo is about.
- Add the Setting**
Describe the location and background.
- Include Camera Details**
Add camera, lens, aperture, ISO, etc.
- Add Lighting Information**
Specify the lighting type and direction.
- Mention Composition**
Use framing, angle, and perspective.
- Add Mood and Atmosphere**
Describe the overall feel of the image.
- Be Specific and Descriptive**
The more details, the better the result.

PHOTOGRAPHY STYLES (EXAMPLES)

LANDSCAPE



Vast nature, wide views, dramatic lighting.

Example Prompt:

"A stunning landscape of a mountain lake at sunrise, 8K, ultra realistic."

PORTRAIT



People, expressions, emotions, close-ups.

Example Prompt:

"A close-up portrait of a woman, natural light, soft bokeh background."

STREET



Candid moments, urban environments.

Example Prompt:

"A rainy night street in Tokyo, neon lights, wet pavement, cinematic."

WILDLIFE



Animals in their natural habitat.

Example Prompt:

"A lion walking in the grasslands, golden hour, telephoto shot."

ARCHITECTURE



Buildings, structures, interiors, details.

Example Prompt:

"Modern architectural building, wide angle, clean lines, daylight."

FOOD



Delicious food, texture, styling.

Example Prompt:

"A gourmet pasta dish, natural light, shallow depth of field."

PRODUCT



Products, branding, clean backgrounds.

Example Prompt:

"A luxury watch on a black background, soft studio lighting."



PRO TIPS

- Use real camera and lens names.
- Specify lighting direction (front, side, back).
- Mention time of day (golden hour, blue hour, etc.).
- Use composition rules (rule of thirds, leading lines).
- Add mood words (dramatic, peaceful, vibrant).
- Keep prompts detailed but clear.

The more details you provide, the more realistic and professional your image will be.



AI PHOTOGRAPHY PROMPT STRUCTURE

Use this structure in your prompts:

[Subject] + [Setting] + [Camera] +
[Lens] + [Aperture] + [Shutter Speed] +
[ISO] + [Lighting] + [Composition] +
[Mood] + [Style] + [Quality]

Example:

"Portrait of a man, forest background, Canon EOS R5, 85mm lens, f/1.8, 1/250s, ISO 200, soft natural light, rule of thirds, peaceful mood, photorealistic style, 8K ultra detailed."



COMMON MISTAKES

- ✗ Using too few details (vague prompts).
- ✗ Ignoring camera settings.
- ✗ Not mentioning lighting.
- ✗ Overloading the prompt with unnecessary information.
- ✗ Not specifying the mood or composition.

Avoid these mistakes and use structured prompts for the best photography results.

PRODUCT PROMPTS

Create Stunning Product Images That Sell

Well-written product prompts help AI generate high-quality, professional images that highlight features, materials, and details. Perfect for e-commerce, ads, catalogs, and social media.



KEY POINT

The right product prompt showcases your product beautifully and encourages customers to buy.



VAGUE vs. SPECIFIC PRODUCT PROMPTS

✗ VAGUE (Weak)

- ✗ A photo of a watch
- ✗ A bottle of perfume
- ✗ A chair
- ✗ A pair of shoes
- ✗ A handbag
- ✗ A laptop
- ✗ A coffee mug

✓ SPECIFIC (Strong)

- ✓ A luxury wristwatch with black leather strap on a marble surface
- ✓ A glass perfume bottle with gold cap on silk fabric
- ✓ A modern armchair in a minimalist living room
- ✓ A pair of white running shoes on a reflective surface
- ✓ A leather handbag on a wooden table
- ✓ A silver laptop open on a clean desk
- ✓ A ceramic coffee mug with steam on a wooden table

ESSENTIAL PRODUCT ELEMENTS

- Product Type**
Specify the exact product and model.
- Material & Texture**
Describe the material, finish, and texture.
- Color**
Mention the main color and any accents.
- Size & Shape**
Specify dimensions or proportions.
- Features & Details**
Highlight key features and important details.
- Angle & View**
Front view, side view, top view, close-up, etc.
- Lighting**
Specify lighting type and direction.
- Background**
Describe the background and surface.
- Mood & Styling**
Set the mood, style, and overall feel.

HOW TO WRITE PRODUCT PROMPTS

- Start with the Product**
Be clear about what the product is.
- Add Key Details**
Include materials, colors, size, and features.
- Choose the Angle**
Specify the view or shot type.
- Set the Lighting**
Describe the lighting for best effect.
- Describe the Background**
Mention the background or surface.
- Add Mood & Style**
Set the mood and styling of the shot.
- Be Specific and Descriptive**
The more details, the better the result.

PRODUCT IMAGE STYLES (EXAMPLES)

CLEAN WHITE



Crisp, clean, and minimal with white background.

Example Prompt:
"Wireless earbuds in open charging case, front view, on a pure white background, soft shadows, high detail."

LIFESTYLE



Product in a real-life environment.

Example Prompt:
"Perfume bottle on a marble vanity with flowers and gold accessories, soft natural light."

DARK & DRAMATIC



Moody, dark background with dramatic lighting.

Example Prompt:
"Black over-ear headphones on dark background, low key lighting, reflective surface, high contrast."

TOP VIEW / FLAT LAY



Top-down view, perfect for social media.

Example Prompt:
"Cosmetic products flat lay on beige background, top view, soft shadows, organized layout."

PREMIUM / LUXURY



High-end look with luxury styling.

Example Prompt:
"Leather handbag with gold chain on black marble surface, luxury lighting, professional product shot."

COLORFUL & FUN



Bright, vibrant and eye-catching style.

Example Prompt:
"Blue running shoes on colorful background, vibrant lighting, energetic and modern mood."

TECH / MODERN



Clean, modern tech product look.

Example Prompt:
"Laptop open on a desk with plant and accessories, modern setup, natural window light."



PRO TIPS

- Use real product details (brand, material, color).
- Mention the purpose (e.g., e-commerce, ad, catalog).
- Use high-quality lighting and clean backgrounds.
- Add context or props for lifestyle shots.
- Keep the focus on the product.

Great product images build trust and increase sales!



AI PRODUCT PROMPT STRUCTURE

Use this structure in your prompts:

[Product] + [Material] + [Color] +
[Key Features] + [Angle/View] +
[Lighting] + [Background] +
[Mood/Style] + [Purpose] + [Quality]

Example:

"Luxury wristwatch, stainless steel case, black dial, leather strap, front view, soft studio lighting, black marble surface, premium and elegant mood, for e-commerce, ultra detailed, 8K."



COMMON MISTAKES

- ✗ Using vague or generic prompts.
- ✗ Not mentioning important product details.
- ✗ Ignoring lighting and background.
- ✗ Overloading the prompt with unrelated details.
- ✗ Not specifying the angle or purpose.

Avoid these mistakes and write clear, detailed prompts for the best product images.

CHAPTER 18

BUSINESS PROMPTS

Visuals That Communicate, Impress & Convert

Business prompts help AI create professional images for marketing, branding, presentations, social media, websites, reports, and more. Use the right details to get visuals that build trust, deliver your message, and support your business goals.



KEY POINT

Clear business prompts save time, strengthen your brand, and help you connect better with your audience.



VAGUE vs. SPECIFIC BUSINESS PROMPTS

✗ VAGUE (Weak)

- ✗ A business meeting
- ✗ A chart
- ✗ A team working
- ✗ An office
- ✗ A marketing post
- ✗ A website design
- ✗ A brochure

✓ SPECIFIC (Strong)

- ✓ A modern boardroom meeting with a diverse team discussing strategy
- ✓ A 3D bar chart showing sales growth with upward arrow
- ✓ A team of professionals brainstorming around a glass wall with sticky notes
- ✓ A sleek modern office with natural light and plants
- ✓ A social media post design for a digital marketing agency
- ✓ A minimalist website landing page for a SaaS company
- ✓ A trifold business brochure layout for a real estate company

ESSENTIAL BUSINESS ELEMENTS

-  **Business Type**
Specify your industry or niche.
-  **Purpose**
Explain the goal of the image.
-  **Audience**
Mention who you are targeting.
-  **Setting**
Describe the environment or location.
-  **People**
Include roles, actions, expressions.
-  **Data & Visuals**
Add charts, graphs, numbers if needed.
-  **Branding & Style**
Mention colors, logo, typography, style.
-  **Mood & Tone**
Professional, inspiring, confident, modern.
-  **Details That Matter**
Add unique details that tell your story.

HOW TO WRITE BUSINESS PROMPTS

-  **Define the Objective**
Know what message you want to deliver.
-  **Be Specific**
Use details about industry, people, setting, and style.
-  **Highlight Key Message**
Include text, quotes, or data if needed.
-  **Match Your Brand**
Use brand colors, tone, and identity.
-  **Choose the Right Format**
Decide if it's for social media, web, print, or presentation.
-  **Keep It Professional**
Use clear, confident, and positive language.
-  **Review & Refine**
Adjust details for the best results.

BUSINESS IMAGE STYLES (EXAMPLES)

CORPORATE



Professional meetings, teamwork, corporate culture.

Example Prompt:
"A corporate boardroom meeting with a team analyzing quarterly results on a large screen, photorealistic."

STARTUP



Innovative ideas, collaboration, growth.

Example Prompt:
"A startup team working on laptops in a modern co-working space with whiteboard sketches."

MARKETING



Campaigns, branding, social media content.

Example Prompt:
"A digital marketing campaign flat lay with smartphone, charts, and social media icons."

FINANCE



Reports, data, analysis, investments.

Example Prompt:
"A financial report with charts, calculator, and pen on a wooden desk, professional."

REAL ESTATE



Properties, interiors, architecture, listings.

Example Prompt:
"Modern luxury house exterior at sunset, architectural photography style."

E-COMMERCE



Online stores, products, shopping experience.

Example Prompt:
"E-commerce product display with shopping cart and phone showing online store."

EDUCATION



Learning, training, courses, knowledge.

Example Prompt:
"A teacher presenting to students in a modern classroom with digital whiteboard."

CONSULTING



Strategy, planning, solutions, advisory.

Example Prompt:
"Business consultants discussing strategy with charts and laptop on desk."



PRO TIPS

- Use real business scenarios for better results.
- Add numbers, charts, or infographics when needed.
- Specify camera angle and composition.
- Use natural lighting for realistic images.
- Keep prompts detailed but clear.

Detailed prompts = Professional images that deliver results.



AI BUSINESS PROMPT STRUCTURE

Use this structure in your prompts:

[Business Type] + [Purpose] + [Audience] +
[Setting] + [People] + [Key Elements]
+ [Visual Style] + [Mood/Tone] + [Details]

Example:

"A digital marketing agency team planning a social media strategy for clients, in a modern office with laptops and charts on the table, clean and professional style, bright and motivating mood."



COMMON MISTAKES

- ✗ Using vague or generic prompts.
- ✗ Not mentioning the purpose of the image.
- ✗ Ignoring target audience and message.
- ✗ Overloading the prompt with too many details.
- ✗ Not specifying style or mood.

Avoid these mistakes and write clear, focused prompts for the best business images.

SOCIAL MEDIA PROMPTS

Create Scroll-Stopping Content That Gets Results

Social media prompts help AI generate engaging images that attract attention, build connections, and boost engagement. Perfect for posts, ads, stories, reels, and more.



KEY POINT

Great social media images grab attention in seconds and communicate your message clearly.



VAGUE vs. SPECIFIC SOCIAL MEDIA PROMPTS

X VAGUE (Weak)

- ✗ A social media post
- ✗ A Facebook post
- ✗ An Instagram story
- ✗ A motivational image
- ✗ A promotional post
- ✗ A YouTube thumbnail
- ✗ A sale announcement
- ✗ A quote image

✓ SPECIFIC (Strong)

- ✓ A modern Instagram post for a fitness brand with a motivational quote
- ✓ A Facebook post for a webinar announcement with bold text and icons
- ✓ A colorful Instagram story template for a summer sale
- ✓ A YouTube thumbnail for a video about AI tools with bold text and a person
- ✓ A minimal quote post with elegant typography and soft background
- ✓ A product launch post for LinkedIn with clean design and brand colors

ESSENTIAL SOCIAL MEDIA ELEMENTS

- Platform**
Specify the platform (Instagram, Facebook, etc.).
- Post Type**
Post, story, reel cover, carousel, thumbnail, ad, etc.
- Purpose**
Inform, promote, educate, entertain, inspire, etc.
- Audience**
Define your target audience.
- Message**
Include main text, headline, or key message.
- Visual Style**
Modern, minimal, bold, colorful, elegant, etc.
- Colors & Branding**
Mention brand colors, logo, fonts if needed.
- Layout & Composition**
Text placement, image focus, balance, spacing.
- Call to Action (CTA)**
Add CTA like "Shop Now", "Learn More", etc.
- Mood & Tone**
Fun, professional, inspiring, urgent, friendly, etc.

HOW TO WRITE SOCIAL MEDIA PROMPTS

- 1. **Define the Platform**
Mention the social media platform.
- 2. **Choose the Post Type**
Specify the type of post or content.
- 3. **Describe the Message**
Include the main text or headline.
- 4. **Add Visual Details**
Mention images, icons, graphics, style.
- 5. **Include Branding**
Add colors, logo, fonts if needed.
- 6. **Set the Mood**
Define the tone and emotion.
- 7. **Add Call to Action**
Include CTA to get engagement.
- 8. **Be Clear and Specific**
The more details, the better the result.

SOCIAL MEDIA IMAGE STYLES (EXAMPLES)

INSTAGRAM POST



Example Prompt:
A modern Instagram post for a fitness brand with a motivational quote, bold typography, and brand colors.

INSTAGRAM STORY



Example Prompt:
A vibrant Instagram story for a summer sale, tropical theme, bold text, and call to action.

FACEBOOK POST



Example Prompt:
A professional Facebook post for a webinar event with details, icons, and call to action.

LINKEDIN POST



Example Prompt:
A clean LinkedIn post about business growth with modern design and brand colors.

YOUTUBE THUMBNAIL



Example Prompt:
A YouTube thumbnail for a video on AI tools, bold text, bright colors, and expressive person.

PROMOTIONAL AD



Example Prompt:
A promotional ad post for new sneakers with offer text, product image, and call to action.



PRO TIPS

- Use high contrast colors for better visibility.
- Keep text short, clear, and easy to read.
- Use large fonts for headlines.
- Add emotions and human elements.
- Design for mobile-first (vertical formats).
- Test different styles to see what works best.

Eye-catching visuals + clear message = more engagement!



AI SOCIAL MEDIA PROMPT STRUCTURE

Use this structure in your prompts:

[Platform] + [Post Type] + [Purpose] + [Audience] + [Main Message/Text] + [Visual Style] + [Colors/Branding] + [Layout/Composition] + [Mood] + [CTA]

Example:
"Instagram post for a fitness brand, motivational purpose, for young adults. Text: 'Stronger Every Day!' with bold typography, blue and orange colors, modern style, centered layout, energetic mood, CTA 'Join Now!'"



COMMON MISTAKES

- ✗ Using vague or generic prompts.
- ✗ Too much text in the image.
- ✗ Wrong aspect ratio for the platform.
- ✗ Ignoring brand colors and style.
- ✗ No clear message or call to action.
- ✗ Overloading with too many elements.

Clear prompts create clear, engaging, and high-performing social media content.

CHAPTER 20

POSTER PROMPTS

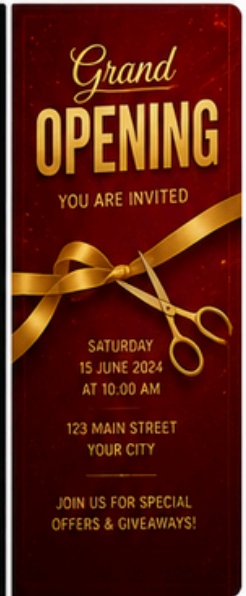
Design Powerful Posters That Grab Attention

Poster prompts help AI create eye-catching, high-impact designs for events, promotions, announcements, branding, and more. Perfect for print, digital sharing, and advertising.



KEY POINT

A clear poster prompt includes the purpose, audience, message, style, and layout for maximum impact.



VAGUE vs. SPECIFIC POSTER PROMPTS

✗ VAGUE (Weak)

- ✗ A concert poster
- ✗ A sale poster
- ✗ A sports poster
- ✗ A festival poster
- ✗ A business poster
- ✗ A motivational poster
- ✗ A party poster
- ✗ A movie poster

✓ SPECIFIC (Strong)

- ✓ A rock concert poster with bold typography, stage lights, and crowd silhouette
- ✓ A summer sale poster with bright colors, big discount text, and clean layout
- ✓ A football match poster with team logos, stadium background, and match details
- ✓ A music festival poster with colorful paint splash, lineup, date, and venue
- ✓ A business workshop poster with professional layout, icons, and key benefits
- ✓ A motivational poster with mountain background and inspirational quote
- ✓ A birthday party poster with balloons, confetti, and fun fonts
- ✓ A movie poster with dramatic scene, title, tagline, and release date

ESSENTIAL POSTER ELEMENTS

- Purpose**
What is the poster about?
- Headline**
The main message in bold, clear typography.
- Subheadline**
Supporting text that adds more detail.
- Visuals**
Images, illustrations, or graphics that grab attention.
- Details**
Date, time, venue, offer, or key information.
- Branding**
Logo, colors, and fonts for consistency.
- Layout**
Organized arrangement for easy reading.
- Color Scheme**
Colors that match the mood and audience.
- Call to Action (CTA)**
Tell the audience what to do next.
- Mood & Style**
Define the overall feel of the poster.

HOW TO WRITE POSTER PROMPTS

- Define the Purpose**
Know why the poster is being created.
- Know Your Audience**
Understand who will see the poster.
- Highlight the Message**
Write the main headline or offer clearly.
- Add Visual Details**
Mention images, icons, illustrations, or background.
- Include Key Information**
Add date, time, location, or contact info.
- Set the Style & Mood**
Modern, vintage, minimal, bold, elegant, etc.
- Choose Colors & Fonts**
Mention preferred color scheme and font style.
- Include CTA**
Tell people what action to take.
- Be Clear & Specific**
The more details, the better the result.

POSTER STYLES (EXAMPLES)

EVENT POSTER



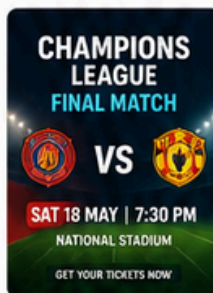
Example Prompt:
A vibrant music festival poster with neon lights, crowd, bold typography, and event details.

SALE POSTER



Example Prompt:
A modern sale poster with big discount text, bright colors, and clean layout.

SPORTS POSTER



Example Prompt:
A football match poster with team logos, stadium background, and match information.

BUSINESS POSTER



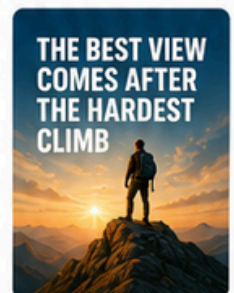
Example Prompt:
A professional workshop poster with icons, speaker image, and key benefits.

FOOD POSTER



Example Prompt:
A food poster for a burger with appetizing image, price, and bold text.

MOTIVATIONAL POSTER



Example Prompt:
A motivational poster with mountain background and inspirational quote.



PRO TIPS

- Keep the headline short and powerful.
- Use high contrast for better visibility.
- Leave enough white space.
- Use high quality images and graphics.
- Make sure all key info is easy to read.
- Test different styles for your audience.

A great poster communicates in seconds and creates a lasting impact!



AI POSTER PROMPT STRUCTURE

Use this structure in your prompts:

[Purpose] + [Audience] + [Headline] + [Subheadline] + [Visuals] + [Details] + [Style] + [Color Scheme] + [Layout] + [Mood] + [CTA]

Example:
"A modern event poster for a rock concert for young adults. Headline "Rock Night" in bold grunge font. Include stage lights, guitarist silhouette, date 25 May 2024, 8 PM, City Arena. Use black and red color scheme, high contrast, energetic mood, CTA "Tickets Available Now"."



COMMON MISTAKES

- ✗ Using vague or generic prompts.
- ✗ Too much text in the poster.
- ✗ Poor color contrast.
- ✗ Wrong image style for the message.
- ✗ Overloading with too many elements.
- ✗ Not including key details or CTA.

Avoid these mistakes and write clear, detailed prompts for stunning poster designs.



COMMON MISTAKES

AVOID THESE. WRITE BETTER. GET BETTER RESULTS.

Even small mistakes in your prompt can lead to average or unusable images. Avoid these common errors and level up your results instantly.

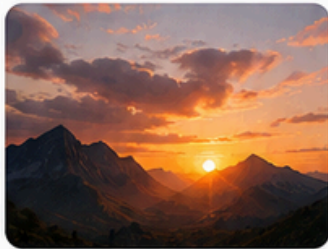


KEY POINT

A great image starts with a great prompt. Avoid mistakes, follow structure, and describe clearly.



BAD PROMPT (Poor Results)



- ✗ Too vague and unclear
- ✗ Missing important details
- ✗ No style or mood mentioned
- ✗ AI has to guess everything
- ✗ Leads to generic results

Example Bad Prompt:

"A building in the city."



GOOD PROMPT (Better Results)



- ✓ Clear and specific
- ✓ Includes details and context
- ✓ Mentions style, lighting, mood
- ✓ AI understands the vision
- ✓ Creates professional results

Example Good Prompt:

"A modern glass office building in a city at sunset, cinematic lighting, warm colors, dramatic sky, ultra realistic, high detail."

TOP 18 COMMON PROMPTING MISTAKES

#	MISTAKE	WHY IT'S A PROBLEM	HOW TO FIX IT	#	MISTAKE	WHY IT'S A PROBLEM	HOW TO FIX IT
1	 Being Too Vague	AI doesn't know what you really want.	Be specific and detailed in your description.	10	 Ignoring Lighting	Bad lighting ruins the image.	Specify lighting: natural, studio, soft, dramatic, golden hour, etc.
2	 Missing Key Details	Important elements are left out.	Add details: subject, setting, style, colors, lighting, mood.	11	 Not Mentioning Composition	Image may look imbalanced.	Use composition tips: centered, rule of thirds, wide shot, close up, etc.
3	 No Clear Subject	AI may generate the wrong focus.	Clearly mention the main subject.	12	 Forgetting Camera Angle	Angle changes the whole story.	Mention angle: eye level, top view, low angle, close up, etc.
4	 Ignoring Style & Mood	Results look flat and unprofessional.	Add style, mood, atmosphere, and art direction.	13	 Ignoring Color Scheme	Colors may not match your vision.	Mention colors or mood: vibrant, pastel, dark, monochrome, etc.
5	 Too Much Text in Prompt	AI gets confused with too many instructions.	Keep it clear, short, and organized.	14	 Low Detail Requests	Leads to low quality or blurry results.	Ask for high detail, ultra realistic, 4K, high resolution.
6	 Unorganized Prompt	Mixed instructions create random results.	Use a clear structure (Subject + Details + Style + Mood).	15	 Overloading with Too Many Ideas	AI gets confused and mixes things up.	Focus on one main idea per prompt.
7	 Conflicting Instructions	Confusing directions cancel each other out.	Keep instructions consistent and aligned.	16	 Using Negative Words Incorrectly	AI may still include what you don't want.	Use negative prompts properly: "without text, without logo, no people".
8	 Using Generic Words	Results look common and boring.	Use powerful, descriptive, and unique words.	17	 Forgetting Branding Elements	Image may not match your brand.	Add brand colors, logo placement, or brand style if needed.
9	 Not Defining Audience or Purpose	Image may not match your goal.	Think about where the image will be used and for whom.	18	 Not Reviewing & Refining Prompts	Small changes can make big differences.	Test, review, and improve your prompts regularly.



PRO TIPS

- Start simple, then add details gradually.
- Use strong, descriptive, and visual words.
- Always define style, mood, and lighting.
- Test different versions of your prompt.
- Learn from results and keep improving.

Great prompts are learned,
not inherited!



AI SHORTCUT

Use this quick formula for better prompts:

Subject + Details + Setting + Lighting +
Style + Colors + Mood + Composition +
Quality + Negative (if needed)

Example:

"A luxury living room interior, modern design, city view through large windows, sunset lighting, warm and cozy mood, neutral colors with gold accents, wide angle, ultra realistic, 4K, no people, no text."



QUICK CHECKLIST

Before sending your prompt, check these:

- ✓ Is my subject clear?
- ✓ Have I added important details?
- ✓ Did I mention style, lighting, and mood?
- ✓ Is my prompt organized and consistent?
- ✓ Have I removed anything I don't want?
- ✓ Is the prompt focused and specific?
- ✓ Did I ask for the quality I need?

A few extra seconds in your prompt can
save hours of editing later!



QUICK TEMPLATES

READY-TO-USE PROMPT STRUCTURES FOR ANY IDEA

Use these proven prompt templates to create stunning, professional images faster. Just fill in the brackets with your details and get amazing results.



KEY POINT

Templates save time and improve consistency. Customize the details, generate, and refine for perfection.

1 GENERAL SCENE



[Subject] in [Setting], [Time of day], [Lighting], [Mood], [Style], [Details], [Camera angle], [Quality].

Example:

A cozy wooden cabin in the mountains, sunrise, warm golden light, peaceful mood, realistic style, lake reflection, wide angle, ultra realistic, 4K.

2 PRODUCT PHOTO



A [Product] on [Surface/Background], [Lighting], [Style], [Details], [Angle], [Focus], [Quality].

Example:

A black smartwatch on a wooden table, soft studio lighting, minimal style, clean background, front angle, sharp focus, high detail, 4K.

3 PORTRAIT



A [Person] [Age/Gender] with [Expression], wearing [Clothing], [Background], [Lighting], [Mood], [Style], [Camera angle], [Quality].

Example:

A young woman smiling, wearing a denim jacket, urban background, natural light, happy mood, realistic style, eye level shot, ultra realistic, 4K.

4 BUSINESS / OFFICE



[Scene] in an office, [People/Objects], [Lighting], [Mood], [Style], [Details], [Angle], [Quality].

Example:

A team of professionals discussing in a modern office, bright natural light, productive mood, realistic style, laptops and charts, wide angle, high quality.

5 NATURE / LANDSCAPE



[Landscape] with [Elements], [Time of day], [Weather], [Lighting], [Mood], [Style], [Details], [Quality].

Example:

A beautiful waterfall in a forest, morning, misty weather, soft light, tranquil mood, realistic style, rocks and greenery, ultra detailed, 4K.

6 ARCHITECTURE / INTERIOR



A [Type of building/Room] with [Details], [Materials/Colors], [Lighting], [Mood], [Style], [Angle], [Quality].

Example:

A modern living room with wooden furniture, neutral colors, warm lighting, cozy mood, modern interior style, wide angle, ultra realistic, 4K.

7 FOOD / DRINK



[Food/Drink] on [Plate/Surface], [Background], [Lighting], [Style], [Details], [Angle], [Quality].

Example:

A plate of pasta with tomatoes and basil, on a rustic table, natural light, appetizing style, close-up shot, high detail, 4K.

8 TECH / GADGET



[Gadget] on [Surface], [Background], [Lighting], [Style], [Details], [Angle], [Focus], [Quality].

Example:

A laptop on a desk with plants, soft natural light, minimal style, clean background, side angle, sharp focus, ultra realistic, 4K.

9 SOCIAL MEDIA POST



[Main subject] with [Text/Quote if any], [Background], [Colors], [Mood], [Style], [Details], [Quality].

Example:

Motivational quote: "Stay Positive, Work Hard, Make It Happen" on a mountain background, vibrant colors, inspiring mood, modern style, 4K.

10 FANTASY / SCI-FI



[Scene/Subject] in a [World/Setting], [Lighting], [Mood], [Style], [Details], [Camera angle], [Quality].

Example:

A futuristic city in the sky, neon lights, sunset, dramatic mood, sci-fi style, flying vehicles, wide angle, ultra realistic, 4K.

UNIVERSAL PROMPT FORMULA



1. SUBJECT

What is the main subject?



2. SETTING

Where is it? (Place / Background)



3. TIME & LIGHTING

Time of day and lighting type



4. MOOD

What feeling should it create?



5. STYLE

Art style or photography style



6. DETAILS

Important objects, textures, colors, etc.



7. CAMERA ANGLE

Angle, perspective or composition



8. QUALITY

Quality level (e.g., 4K, ultra realistic, HD)

STYLE SHORTCUTS

- Realistic / Photorealistic
- Cinematic
- Minimalist
- 3D Render
- Watercolor
- Oil Painting
- Vintage
- Cartoon / Illustration
- Cyberpunk
- Fantasy Art



PRO TIPS

- ✓ Be specific, not general.
- ✓ Add important details.
- ✓ Mention lighting and mood.
- ✓ Use the right style.
- ✓ Choose the best angle.
- ✓ Always ask for high quality.

Better prompts = Better images.
Small details make a big difference!

QUICK EXAMPLES

CATEGORY	SHORT EXAMPLE PROMPT
General Scene	A beach at sunset, calm waves, warm light, peaceful mood, realistic, wide angle, 4K
Product Photo	A perfume bottle on marble, soft light, luxury style, close-up, high detail, 4K
Portrait	A man with glasses, confident look, city background, natural light, realistic, 4K
Food / Drink	A cup of coffee on wooden table, morning light, cozy mood, top view, 4K
Fantasy	A dragon flying over mountains, dramatic sky, fantasy art, ultra realistic, 4K



CUSTOMIZATION GUIDE

- 1 Choose a template that fits your idea.
- 2 Replace the text in brackets with your details.
- 3 Add or remove elements as needed.
- 4 Adjust style and mood to match your vision.
- 5 Generate the image.
- 6 Review and refine the prompt if needed.

Practice more, experiment often,
and create like a pro!

CHEAT SHEET

YOUR QUICK REFERENCE FOR PERFECT PROMPTS

Use this cheat sheet to write better prompts, remember key elements, and get professional results every time.



KEY POINT

A great prompt + the right details = Amazing image

Use this cheat sheet before every prompt to save time and improve results instantly.

1. PROMPT ELEMENTS (THE FORMULA)



Use this formula in every prompt:

[Subject] + [Setting] + [Lighting] + [Mood] +
[Style] + [Details] + [Angle] + [Quality]

3. STYLE GUIDE (CHOOSE YOUR STYLE)

- Realistic / Photorealistic
- Cinematic
- Minimalist
- 3D Render
- Watercolor
- Oil Painting
- Vintage
- Cartoon / Illustration
- Cyberpunk
- Fantasy Art
- Black & White
- HDR
- Macro Photography
- Isometric
- Low Poly
- Line Art / Sketch

4. LIGHTING GUIDE

- Natural Light**: Soft, realistic, perfect for most scenes
- Golden Hour**: Warm, dramatic, best for landscapes & portraits
- Studio Light**: Controlled, clean, ideal for product photos
- Backlight**: Creates silhouettes and depth
- Neon Light**: Colorful, vibrant, great for cyberpunk scenes
- Soft Light**: Smooth shadows, gentle and pleasing

6. QUALITY BOOSTERS (ALWAYS ADD)

- Ultra realistic
- High detail
- 4K resolution
- Sharp focus
- Professional photography
- Fine details
- High quality
- Detailed textures
- Perfect lighting
- Realistic colors
- Depth of field
- Clean and clear

2. QUICK EXAMPLES

CATEGORY	EXAMPLE PROMPT
 Portrait	A young woman smiling, wearing a denim jacket, urban background, natural light, happy mood, realistic style, eye level shot, ultra realistic, 4K.
 Landscape	A beautiful mountain lake at sunrise, soft golden light, calm water reflection, vibrant colors, realistic style, wide angle, ultra detailed, 4K.
 Product Photo	A black smartwatch on a wooden table, soft studio lighting, minimal background, premium look, sharp focus, high detail, 4K.
 Food	A plate of fresh pasta with tomato sauce and basil, on a rustic wooden table, natural light, appetizing style, close-up shot, high detail, 4K.
 Architecture	A modern glass office building in a city at sunset, warm sky colors, reflections on glass, cinematic style, wide angle, ultra realistic, 4K.
 Tech	A laptop on a desk with plants and a coffee mug, minimal setup, soft natural light, modern style, clean background, ultra realistic, 4K.

5. CAMERA ANGLES (CHOOSE THE BEST VIEW)

 Eye Level	Natural perspective, great for portraits and most scenes
 Low Angle	Makes subject look powerful and dominant
 High Angle	Looks down on the subject, good for storytelling
 Close-Up	Focus on details and emotions
 Wide Angle	Captures more area and background
 Top View (Flat Lay)	Perfect for food, products, and layouts

7. MOOD GUIDE (SET THE FEELING)

-  Happy: Bright colors, smiling, energetic
-  Calm: Soft colors, peaceful, relaxed
-  Dramatic: Strong contrast, dark, intense
-  Romantic: Warm tones, soft light, intimate
-  Mysterious: Dark tones, shadows, moody
-  Futuristic: Neon lights, tech, advanced
-  Vintage: Old style, retro colors, classic
-  Inspirational: Uplifting, bright, motivating

8. QUICK CHECKLIST BEFORE YOU HIT GENERATE

-  Is the subject clear?
-  Is the setting mentioned?
-  Is lighting specified?
-  Is the mood included?
-  Is the style chosen?
-  Are important details added?
-  Is the angle mentioned?
-  Is quality specified?
-  **READY TO GENERATE!**

PRO TIP

Start simple, then add details gradually. Test different versions and keep improving.

REMEMBER

Better prompts = Better images
Small details make a BIG difference!

SAMPLE QUICK PROMPT

"A cozy coffee shop interior, warm lighting, wooden furniture, calm mood, cinematic style, wide angle, ultra realistic, 4K."

PROMPT BUILDER WORKSHEET

PLAN YOUR PROMPT. GET PERFECT RESULTS.

Use this worksheet to build detailed, high-quality prompts step-by-step for any image you want to create.



HOW TO USE

- ✓ Fill each section with your idea details.
- ✓ Be specific and descriptive.
- ✓ Add more details for better results.
- ✓ Review your prompt and generate!

POWER WORDS (BOOST YOUR PROMPTS)



QUALITY

ultra realistic, 4K, 8K, high detail, sharp focus, best quality, masterpiece



LIGHTING

natural light, golden hour, soft light, studio lighting, neon light, dramatic light



STYLE

cinematic, photorealistic, 3D render, illustration, watercolor, digital art, cartoon, fantasy art



MOOD

peaceful, dramatic, mysterious, joyful, calm, vibrant, dark, moody



DETAILS

intricate details, highly detailed, realistic textures, fine details, depth of field



COLORS

vibrant colors, pastel tones, warm colors, cool tones, monochrome, vivid



COMPOSITION

rule of thirds, centered composition, leading lines, symmetrical, minimal background



CAMERA

wide angle, close-up, macro lens, long shot, shallow depth of field, bokeh effect

QUICK CHECKLIST

- ✓ Is the subject clear?
- ✓ Is the setting mentioned?
- ✓ Is lighting specified?
- ✓ Is the mood included?
- ✓ Is the style chosen?
- ✓ Are important details added?
- ✓ Is the angle / view selected?
- ✓ Is the quality level specified?



PRO TIP

The more specific you are, the better the AI understands. Add details like colors, lighting, mood, style, and quality for amazing results.



- Good prompts = Great images
- Details make a BIG difference
- Experiment, test, and improve
- Save your best prompts
- Keep learning & keep creating!

1 SUBJECT

What is the main subject?

Example:
A girl, a mountain,
a laptop, etc.

2 SETTING

Where is it?
(Place / Background)

Example:
Beach, office,
forest, city, etc.

3 TIME & LIGHTING

When is it?
What kind of lighting?

Example:
Sunset, morning,
studio light, soft light, etc.

4 MOOD

What feeling or atmosphere?

Example:
Happy, calm, dramatic,
mysterious, etc.

5 STYLE

What art style or visual style?

Example:
Realistic, cinematic,
watercolor, 3D render, etc.

6 DETAILS

Important objects, textures, colors, etc.

Example:
Red dress, wooden table,
rain droplets, flowers, etc.

7 ANGLE / VIEW

From which angle or perspective?

Example:
Top view, eye level,
close-up, wide angle, etc.

8 QUALITY

What quality level do you want?

Example:
4K, ultra realistic,
high detail, sharp focus.

YOUR COMPLETE PROMPT (FINAL OUTPUT)

Combine all the details above into one perfect prompt.

EXAMPLE: STEP-BY-STEP

1	Subject	A modern glass office building
2	Setting	In a big city
3	Time & Lighting	At sunset, warm golden light
4	Mood	Professional, modern, inspiring
5	Style	Photorealistic, cinematic
6	Details	Glass reflection, green plants, busy street
7	Angle / View	Low angle, wide view
8	Quality	Ultra realistic, 4K, high detail

FINAL PROMPT EXAMPLE

"A modern glass office building in a big city at sunset, warm golden light, professional and inspiring mood, photorealistic, cinematic style, glass reflection, green plants, busy street, low angle, wide view, ultra realistic, 4K, high detail."



RESOURCES

TOOLS, PLATFORMS & LEARNING MATERIALS EVERYTHING YOU NEED TO MASTER AI IMAGE PROMPTS

Use these trusted resources to create, learn, practice, and stay inspired.
The right tools and knowledge will take your skills to the next level.



KEY POINT

Great prompts come from
practice + the right tools +
continuous learning.
Explore, learn, and keep improving!

1. AI IMAGE GENERATION PLATFORMS



Midjourney

Powerful AI for stunning, artistic and highly detailed images.
Website: midjourney.com



DALL-E 3 (via ChatGPT)

Create realistic and creative images with simple or detailed prompts.
Access: chat.openai.com



Stable Diffusion

Open-source AI for full customization and advanced control.
Website: stability.ai



Canva AI

Easy-to-use AI image generator perfect for designs and social media.
Website: canva.com



Adobe Firefly

Safe for commercial use, integrated with Adobe Creative Cloud.
Website: firefly.adobe.com



Microsoft Bing Image Creator

Free and fast AI image generator powered by DALL-E.
Website: bing.com/images/create

2. HELPFUL TOOLS & APPS



Google Lens

Find references, objects, and visual ideas instantly.



Coolors

Create beautiful color palettes for your prompts and designs.
Website: coolors.co



Remove.bg

Remove backgrounds from images easily.
Website: remove.bg



LetsEnhance

Upscale and enhance image quality online.
Website: letsenhance.io



Pinterest

Find inspiration, styles, compositions, and ideas.
Website: pinterest.com



Notion / Evernote

Organize your prompts, ideas, and references.
Website: notion.so/evernote.com

3. LEARNING & PRACTICE RESOURCES



Prompt Engineering Guide

Learn the basics and advanced techniques of prompt writing.
Website: platform.openai.com/docs/guides/prompt-engineering



YouTube Channels

Explore tutorials, tips, and prompt strategies.
Search: "AI Image Prompts" or "Prompt Engineering"



OpenAI Help Center

Official guides, updates, and model information.
Website: help.openai.com



Reddit Communities

Join AI communities, share prompts and learn.
Search: [r/midjourney](https://www.reddit.com/r/midjourney) or [r/StableDiffusion](https://www.reddit.com/r/StableDiffusion)



Blogs & Articles

Stay updated with the latest AI news and techniques.
Example: towardsdatascience.com, neural.love, futurepedia.io

4. PROMPT INSPIRATION SOURCES



Photography

Study real photos for lighting, angles, composition, and details.



Art & Illustrations

Explore different art styles, eras, and techniques for creative ideas.



Movies & Games

Get cinematic scenes, characters, and world-building inspiration.



Nature & Travel

Landscapes, wildlife, architecture, and cultures from around the world.



Books & Magazines

Use layouts, fashion, interiors, and visual storytelling ideas.



Your Imagination

Combine ideas, experiment, and create something unique!

5. FILES, FORMATS & RESOURCES



Image Formats

Use PNG for transparency, JPG for photos, WEBP for web.



Free Stock Resources

[Unsplash.com](https://unsplash.com), [Pexels.com](https://pexels.com), [Pixabay.com](https://pixabay.com)



Organize Your Library

Keep your prompts, references, and best outputs in folders.



Backup & Sync

Use Google Drive or Dropbox to keep your work safe.

6. PRACTICE IDEAS



Create one image every day.



Try the same prompt in different styles.



Change one element and see the difference.



Recreate a real photo with AI.



Challenge yourself with new subjects.



Analyze great images and reverse engineer the prompts.



PRACTICE + CONSISTENCY = MASTERY

The more you create, the better you become!

7. RECOMMENDED CHECKLIST



Choose the right platform for your needs.



Use reference images for better results.



Experiment with different tools.



Learn advanced prompting techniques.



Save your best prompts.



Build your personal inspiration library.



Keep practicing and stay curious!



Great resources + Regular practice = Unlimited creativity!



FINAL TIPS

MASTER THE ART OF PROMPTING

Small improvements in your prompts = Big improvements in your results.

Keep these final tips in mind every time you create a prompt.

Practice, experiment, and never stop learning!

TOP 12 FINAL TIPS

01

START WITH A CLEAR IDEA



Know exactly what you want to see. A clear vision is the first step to a perfect image.

02

BE SPECIFIC AND DETAILED



Add as many relevant details as possible. Details bring your image to life.

03

FOCUS ON LIGHTING & MOOD



Lighting and mood set the tone of your image. Choose them carefully for impact.

04

CHOOSE THE RIGHT STYLE



Select a style that fits your idea. The right style makes your image look professional.

05

PICK THE BEST ANGLE & VIEW



The right angle can completely change the way your image looks and feels.

06

NEVER COMPROMISE ON QUALITY



Always ask for high quality, high detail, 4K or ultra realistic results.

07

EXPERIMENT WITH DIFFERENT IDEAS



Try new combinations of styles, moods, and settings. Creativity comes from practice.

08

ADJUST AND REFINE



Not perfect? Refine your prompt, tweak the details, and try again.

09

USE REFERENCE IMAGES



Reference images help AI understand your vision more accurately.

10

THINK LIKE AN ART DIRECTOR



Give directions like a professional. Guide AI with clear instructions and purpose.

11

SAVE YOUR BEST PROMPTS



Keep a personal library of successful prompts and reuse them for better efficiency.

12

KEEP LEARNING AND IMPROVING



AI is evolving fast. Stay curious, keep practice, and level up your skills.



KEY POINT

Great prompts are not about luck, they are about clarity, details, and creativity. Master the basics, follow the process, and your results will always stand out.

GOLDEN RULES OF PROMPTING



Be Clear, Be Specific, Be Descriptive.
Clarity avoids confusion.



Add Details, Not Just Words.
Details create depth and realism.



Right Style + Right Mood = Perfect Image.
Match style and mood with your idea.



Quality Matters Always.
Never settle for average results.



Small Changes, Big Difference.
Tweak one element and see the magic.



Practice Daily.
The more you practice, the more you master.

QUICK CHECKLIST BEFORE YOU GENERATE

- ✓ Is my subject clear?
- ✓ Is the setting mentioned?
- ✓ Is lighting specified?
- ✓ Is the mood included?
- ✓ Is the style chosen?
- ✓ Are important details added?
- ✓ Is the angle / view selected?
- ✓ Is the quality level specified?



If YES to all above, you are ready to get **AMAZING RESULTS!**

THINGS TO AVOID

- ✗ Being too vague or general
- ✗ Providing too little detail
- ✗ Ignoring lighting and mood
- ✗ Using too many conflicting instructions
- ✗ Poor quality settings
- ✗ Not reviewing and refining
- ✗ Expecting perfection in the first try



Avoid these mistakes and you will see instant improvement in your results!

REMEMBER



AI is your tool, your imagination is the power.



The better your prompt, the better your image.



Details are the secret behind stunning results.



Consistency + Creativity = Mastery.



You are not just writing prompts, you are creating art with AI!

DAILY SUCCESS FORMULA



Idea



Prompt



Refine



Generate



Amazing Result



The best way to predict the future is to create it with AI. Keep imagining. Keep prompting. Keep creating.



YOU HAVE LEARNED THE SKILLS. NOW IT'S TIME TO MASTER THEM.

Go out there, create, inspire, and make something incredible!

Your creativity + AI = Endless Possibilities.



CLOSING MESSAGE

YOU'VE LEARNED THE SKILLS. NOW CREATE YOUR WORLD.

You started this guide to learn how to write better prompts, and today, you are ready to create amazing images with clarity, confidence, and control. Every prompt you write is a step toward mastering a powerful skill of the future.

You now have the knowledge. The power is in your hands.

“The best way
to predict the future
is to create it.

– Peter Drucker

Use your imagination.
Use your prompts.
Create a better future.



KEY POINT

AI is not here to replace your creativity; it's here to amplify it.

You imagine it.

AI helps you bring it to life.

WHAT YOU'VE ACHIEVED

- ✓ You understand how AI image generation works.
- ✓ You learned the 8 essential elements of a perfect prompt.
- ✓ You explored different styles, angles, lighting, and moods.
- ✓ You practiced with templates, examples, and worksheets.
- ✓ You discovered powerful tools and resources.
- ✓ You built the confidence to create professional-quality images.
- ✓ You are now ready to turn ideas into incredible visuals.



YOU DID IT!

Be proud of your progress.
This is just the beginning!

YOUR JOURNEY DOESN'T END HERE



KEEP LEARNING

Technology is evolving fast. Keep learning new techniques and exploring new tools.



KEEP EXPERIMENTING

Try new styles, combinations, and ideas. Experimentation leads to creativity.



KEEP SHARING

Share your creations, get feedback, and inspire others in the creative community.



KEEP CREATING

The more you create, the better you become. Practice is the key to mastery.



KEEP DREAMING

Big ideas start small. Dream big and bring your ideas to life with AI.

REMEMBER THIS ALWAYS



Good prompts lead to great images.



Details create realism and impact.



Creativity has no limits—keep imagining!



Your unique style is your biggest strength.



Consistency turns practice into mastery.

Keep Creating,
Keep Growing!

The world is waiting
to see what you can create.

Go create something amazing today!



Thank You!

Thank you for being a part of this journey. I'm honored to help you unlock the power of AI image prompts. Keep exploring, keep creating, and keep making the world more beautiful with your imagination.

Your creativity + AI = Endless Possibilities



ABOUT THE AUTHOR

EDUCATOR. TRAINER. DIGITAL CREATOR. MENTOR.

With a passion for teaching and a mission to empower learners with modern digital skills, Jehangir Ahmed has spent over two decades helping students, professionals, and entrepreneurs grow through education and technology.

This guide is the result of his practical experience, real-world projects, and dedication to making AI simple, useful, and accessible for everyone.



Jehangir Ahmed

“ My goal is simple:
Teach skills that create opportunities
and change lives.



A LITTLE ABOUT ME

- ✓ Teacher since 2001 with a strong passion for education.
- ✓ AI Trainer & Digital Creator helping thousands of learners master modern skills.
- ✓ Diploma in Child & Parent Counseling.
- ✓ Founder of Ideal Institute Gujrat – empowering students through quality online & in-person courses.
- ✓ Specialized in AI Tools, Digital Skills, YouTube, Canva, Etsy, Freelancing, and Online Earning.
- ✓ Believer in practical learning, creativity, and technology for a better future.



Teacher
Since 2001



AI Trainer &
Digital Creator



Child & Parent
Counselor



Lifelong
Learner



MY MISSION

To make advanced technology and AI tools easy to understand and accessible for everyone.

I believe that the right knowledge can open doors, create opportunities, and build a better future.



Knowledge shared grows.
Skills applied change lives.



WHAT I DO



ONLINE & IN-PERSON COURSES

Practical, easy-to-follow training in AI, Digital Skills, Freelancing, YouTube, Canva, and more.



YOUTUBE EDUCATOR

Creating high-quality content to help learners grow and succeed.



DIGITAL CREATOR

Designing resources, templates, and tools that make learning simple and effective.



MENTOR & GUIDE

Guiding students and creators to turn their skills into real opportunities.



COMMUNITY BUILDER

Building a strong learning community where everyone can grow together.



MY CORE VALUES

- ✓ Integrity | I believe in honesty, transparency, and building trust.
- ✓ Passion | I love teaching and helping others succeed.
- ✓ Innovation | I embrace new technology and creative ideas.
- ✓ Excellence | I focus on quality in everything I create.
- ✓ Empathy | I care about learners and their growth.
- ✓ Consistency | I believe in daily improvement and discipline.
- ✓ Sharing | I share knowledge to create a positive impact.



A MESSAGE FOR YOU

You have the power to create amazing things with AI. Keep learning, keep practicing, and never stop believing in yourself. The future belongs to those who learn today and create tomorrow.

Jehangir Ahmed





THE COMPLETE GUIDE TO AI IMAGE PROMPTS

— WRITE BETTER PROMPTS. GET AMAZING RESULTS. —

This book is your complete roadmap to mastering the art of writing powerful AI image prompts. Whether you are a beginner or a professional, this guide will help you unlock your creativity and turn your ideas into stunning visuals.

WHAT YOU WILL LEARN



Understand how AI image generation works
Learn the basics and key concepts.



The 8 essential elements of perfect prompts
Master the building blocks of effective prompts.



Styles, lighting, angles & moods
Explore creative techniques for every type of image.



Templates, examples & cheat sheets
Use proven frameworks to save time and get better results.



Prompt builder, worksheets & resources
Practical tools and worksheets to improve your skills.



Tips, mistakes, and pro strategies
Avoid common mistakes and learn from the best practices.

WHAT YOU WILL ACHIEVE

- ✓ Write clear, detailed, and effective prompts for any type of image.
- ✓ Save time and get professional-quality images every time.
- ✓ Boost your creativity and visual storytelling.
- ✓ Use AI tools with confidence and control.
- ✓ Stand out in your projects, business, and creative work.

PERFECT FOR

-  Content Creators & Designers
-  Social Media Managers
-  Marketers & Business Owners
-  Students & Educators
-  Freelancers & Entrepreneurs
-  Anyone who wants to create amazing AI images



“The only limit
to your impact
is your imagination.
*Keep imagining,
keep creating!*”



KEEP LEARNING. KEEP CREATING. KEEP GROWING.

Technology is evolving fast, and so should you.
Never stop exploring, practicing, and improving your skills.

★ YOUR CREATIVITY + AI = ENDLESS POSSIBILITIES ★



ABOUT IDEAL INSTITUTE GUJRAT

We are committed to providing quality education and digital skills training to help individuals succeed in the modern world.

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- ✓ Empowering Futures Since 2008

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*Let's learn together,
let's grow together,
let's create a better
future together!*



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and free learning materials. →

THANK YOU
for being a part of this journey.

You're Amazing! 

DESIGNED BY:

