



# shutterstōck GenAI Pro

*Ultra-realistic high-speed sports photograph of a downhill skier carving aggressively through deep powder on a steep alpine slope. The camera is positioned low and slightly ahead of the skier, capturing the moment snow explodes outward in a frozen arc of fine crystalline particles. The skier's body is fully engaged—knees bent, torso leaning into the turn, ski edges biting into the snow. Bright winter sunlight reflects off the snow surface, creating sharp highlights and soft blue shadows. The background mountains fall slightly out of focus, emphasizing speed, precision, and athletic power.*



**Prompting =  
Creative  
Process**



# The Process.

1. **VISION** define what you're looking to achieve.
2. **CONTEXT** who is the audience? Where will it live?
3. **FOUNDATION** build a prompt to start from.
4. **EXPERIMENTATION** ideate and evolve.
5. **REFINEMENT** iron out the details.
6. **EVALUATION** Step back and reflect.

# Prompt Flow

detail | order | stability | reinforcement

# Anatomy of a detailed prompt.

1. **TYPE** of content e.g. photo, painting.
2. **PERSPECTIVE**.
3. **OBJECT** description and position.
4. **OBJECT / SCENE** interaction.
5. **ENVIRONMENT** background.
6. **STYLE** description.
7. **LIGHTING / GRADING**.
8. **CAMERA MOVEMENT (video)**

*Note:*

Rearrange the order if needed- the generator will weigh whatever is at the beginning of the prompt most heavily.



A photograph of an elderly woman in a red coat and hat holding an umbrella on a rainy New York City street, viewed through a rain-streaked window. The scene is captured from an eye-level perspective, showing the woman in the foreground looking slightly to the right. The background is a busy street with blurred figures and a yellow taxi. The overall mood is quiet and atmospheric.

# Action.

*Saul Leiter style photograph, eye level, of an ultra realistic street scene in new york, old woman holding an umbrella in snow reflection overlapping reflections in window, quiet mood, complex atmosphere.*



# Ingredients + Tips & Tricks

*Ultra-realistic editorial food photograph of a plated dish on a glass table. The camera angle captures both the food and its reflection below, slightly offset. Colored walls and surroundings tint the glass reflection subtly. Directional light creates layered highlights and shadow duplication. The effect adds depth and color complexity.*

# Keywords: Illustration-specific terms / keywords hone in on a particular aesthetic.

## Composition / Subject Treatment:

- centered composition
- symmetrical layout
- balanced white space
- minimal background
- border illustration
- botanical frame
- circular composition
- geometric arrangement
- seamless pattern
- grid layout
- airy spacing
- full-bleed watercolor wash
- vignette effect
- layered transparency
- isolated on white
- stylized silhouette
- decorative motif
- flat lay arrangement

## Technique:

- watercolor
- hand-painted
- wet-on-wet technique
- loose brushstrokes
- minimal detail
- impressionistic
- soft edges
- pigment bleed
- color wash
- expressive brushwork
- organic texture
- granulated watercolor
- transparent layers
- hand-drawn
- sketch-style illustration
- painterly texture
- gouache
- ink and wash
- vintage botanical illustration
- modern illustrative style
- naturalistic illustration
- delicate linework

## Mood:

- soft and inviting
- calm and soothing
- dreamy
- natural and organic
- elegant
- delicate
- whimsical
- serene
- cozy
- uplifting
- tranquil
- gentle
- bohemian
- romantic
- peaceful
- feminine
- inspiring
- nostalgic
- modern rustic
- mindful

# Keywords: Photography-specific terms / keywords hone in on a particular aesthetic.

## Composition / Framing:

- close-up
- extreme close-up
- wide angle shot
- medium shot
- over-the-shoulder
- rule of thirds
- centered portrait
- negative space
- candid framing
- environmental portrait
- shallow depth of field
- leading lines
- symmetry
- dynamic angle
- tilted horizon
- full-body shot

## Lighting:

- golden hour
- blue hour
- soft diffused light
- hard light
- backlit
- rim lighting
- dramatic shadows
- natural window light
- studio lighting
- high key
- low key
- moody lighting
- volumetric light
- lens flare
- spotlight
- overcast daylight

## Camera / Technical:

- 35mm lens
- 85mm portrait lens
- macro lens
- telephoto lens
- DSLR photo
- film grain
- cinematic depth of field
- f/1.8 aperture
- long exposure
- motion blur
- sharp focus
- ultra high resolution
- editorial photography
- documentary style
- lifestyle photography

# Keywords: Video-specific terms / keywords hone in on a particular aesthetic.

## Camera Movement:

- static shot
- slow push in
- slow pull back
- dolly forward
- dolly zoom
- tracking shot
- side tracking
- crane shot
- aerial drone shot
- orbit camera
- handheld camera
- steady cam
- POV camera
- locked-off tripod
- whip pan
- tilt up
- tilt down
- rack focus
- zoom in
- zoom out

## Subject Motion / Action:

- subtle breathing movement
- natural idle motion
- slow walking
- confident stride
- wind in hair
- fabric flowing
- leaves rustling
- crowd moving in background
- cars passing
- slow head turn
- glance over shoulder
- dramatic pause
- slow motion action
- sudden movement
- object falling
- water splashing
- smoke drifting
- sparks flying
- door slowly opening

## Atmosphere:

- cinematic pacing
- slow build tension
- high energy
- intimate moment
- moody and dramatic
- dreamlike flow
- documentary realism
- epic scale
- gritty realism
- romantic tone
- suspenseful mood
- ambient background motion
- golden hour glow
- neon-lit night
- rain-soaked environment
- foggy atmosphere
- warm color grading
- cool cinematic tones
- high contrast lighting
- soft diffused light



*Portrait of a woman standing in a kitchen*



*Portrait of a woman standing in a kitchen, **unfiltered***



*Photo of a child throwing clothes into the air, bedroom*



*Photo of a child throwing clothes into the air, bedroom, **natural lighting imperfections, unfiltered, casual snapshot***

**Illustration:** Importance of building in texture, avoiding over-emphasized detail



*Watercolor of a fox, isolated on white*



***loose** watercolor of a fox, isolated on white, **loose**, **minimal detail**, **large expressive brushstrokes***



*Tulips and roses pattern, **seamless repeating pattern, tileable edges, perfectly aligned top/bottom/left/right***

# Importance of detail: consistency from generation to generation

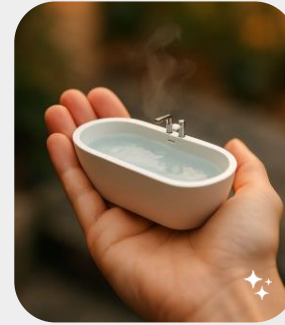


Loose watercolor tropical pattern featuring **palm leaves, monstera, and hibiscus flowers**, painted in a soft wet-on-wet technique. Vibrant yet cohesive color palette of teal, coral, lemon yellow, and olive green. The brushstrokes are expressive and fluid, with visible watercolor texture, natural pigment blooms, and subtle paper grain. The composition is airy and balanced, using white space effectively. Artistic, hand-painted style suitable for fabric prints, wallpapers, or surface design. Purely organic watercolor flow and blending.

Loose watercolor pattern featuring **coral, seashells, and beach plants**, painted in a soft wet-on-wet technique. Vibrant yet cohesive color palette of teal, coral, lemon yellow, and olive green. The brushstrokes are expressive and fluid, with visible watercolor texture, natural pigment blooms, and subtle paper grain. The composition is airy and balanced, using white space effectively. Artistic, hand-painted style suitable for fabric prints, wallpapers, or surface design. Purely organic watercolor flow and blending.

# Reinforcement:

Repeat themes and keywords throughout your prompt if they are not being reflected in your initial results



*A first person photograph of a downward view looking at an outreached flat palm of a hand, reaching out away an oval-shaped bathtub fills the hand, rotated at 3/4 angle. the modern double ended bathtub, with centered mixer taps, fills the whole hand rotated at 3/4 angle. The thumb and fingers are slightly cupped cradling with the modern double ended bathtub. The modern rectangular bathtub is full of water. The miniature is crafted with smooth, minimalist design elements. background is a very strong bokeh of warm earthy tones and concrete and stone. The tub's smooth edges contrast with the soft-focus background of greenery and warm lighting creating a cozy, tranquil ambiance. The steam rises delicately, emphasizing the warmth and serenity of the scene.*

# Words matter:

 Changing just *one* word can alter an entire prompt

*a giant white cream container sits **in** a rugged rock formation in arizona surrounded by dry desert hills and a brightly lit blue sky with scattered clouds. The scene captures adventure, and the thrill of outdoor exploration in a breathtaking natural rocky desert landscape. bright natural lighting illuminates the scene fully. the scene is very brightly lit with bright sunlight on all the rocks and desert. bright grading and high exposure*

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# 3 Big Things.

- **Magical vs Magic.** Generative technology is amazing, but it's still developing. Expect the occasional odd result and know that refinement and editing is a fundamental part of generating.
- **Be specific.** “Beautiful scene” is vague. “Golden hour light over a foggy mountain lake with soft pastel skies” gives the model something to build from. Clarity dramatically improves output.
- **Get inspired.** Look through others’ prompts, analyze your favorite artist’ work, reflect on prompts you’ve used to see what is achieving your style. Never work in creative isolation.



A wide-angle photograph of an African American woman in a green hooded costume playing a violin. She is standing in a field of tall grass, with mountains in the background. The scene is set on a foggy, rainy day. The woman is positioned slightly to the left of the center, facing right. Her green hooded costume is flowing, and she is holding a violin and bow. The background features misty, dark green mountains and a landscape that is out of focus. The overall mood is surreal and atmospheric.

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Thank You

*wide angle photo of an african american woman wearing an elegant green hooded costume playing a violin made of marble in very tall grass in the distance on a foggy rainy day, taken from slightly below, she stands sidewise centered in the frame, dark green grass is in foreground very out of focus in front of her, strange surreal mountains and landscape out of focus in the background*