

CHEAT SHEET

Image Prompting Cheat Sheet

You're the art director. This page is your camera, lens, lighting, and stylist.

The Image Formula

[SUBJECT] + [ACTION/POSE] + [SETTING] + [STYLE] +
[LIGHTING] + [CAMERA/LENS] + [MOOD] + [ASPECT RATIO]

Example →

A teenage founder holding a glowing phone, standing on a Lahore rooftop at golden hour, cinematic photography, 35mm lens, shallow depth of field, warm rim light, confident mood, 16:9

Style Words (copy these)

Photography	cinematic, editorial, photojournalism, film still, polaroid, analog, 35mm, medium format
Illustration	flat vector, isometric, line art, watercolor, gouache, ink wash, storybook, Studio Ghibli
3D / Digital	3D render, Pixar-style, Blender, low-poly, claymation, voxel art, hologram, neon glow
Retro	80s synthwave, 90s anime, VHS grain, risograph, vintage magazine, y2k, pixel art
Fine art	oil painting, charcoal sketch, art nouveau, Bauhaus, minimalist, brutalist

Lighting

Time of day	golden hour, blue hour, high noon, twilight, moonlight
Direction	rim light, backlight, side light, top-down, silhouette
Vibe	soft diffused, hard shadows, neon-lit, candle-lit, studio softbox, cinematic key light

Camera & Framing

Shot size	extreme close-up, close-up, medium shot, wide shot, aerial, drone shot
Angle	eye-level, low angle, high angle, bird's-eye, worm's-eye, over-the-shoulder
Lens	35mm, 50mm, 85mm portrait, wide-angle 24mm, macro, fisheye, tilt-shift

Depth

shallow depth of field, bokeh background, deep focus, sharp everywhere

Aspect Ratio (say it in the prompt)

1:1	Instagram post, profile picture
9:16	Reels, TikTok, Stories, phone wallpaper
16:9	YouTube thumbnail, laptop wallpaper, presentation
4:5	Instagram portrait — takes more feed real estate
3:2	Classic photo print
21:9	Cinematic ultra-wide, banner

Mood Words

dreamy · gritty · playful · epic · cozy · mysterious · chaotic · serene · nostalgic · futuristic · minimalist · maximalist · surreal · high-contrast

Negative Prompts (things you DON'T want)

Some tools accept a “negative prompt” — say what to avoid: *blurry, extra fingers, warped face, watermark, text, low quality, cropped, oversaturated*.

Ready-to-remix templates

Product hero shot

A [PRODUCT] on a marble surface, top-down flat lay, soft daylight from the left, minimalist styling, muted pastel palette, 1:1, editorial magazine photography

Brand mascot

A cute [ANIMAL] mascot wearing [OUTFIT], flat vector illustration, thick outline, 3 flat colors, isolated on white background, sticker style, playful, 1:1

Cinematic scene

[CHARACTER] in [LOCATION], cinematic film still, 35mm, shallow depth of field, golden hour rim light, moody atmosphere, 16:9, photorealistic, shot on ARRI Alexa

Tip — If the image is wrong: change ONE thing at a time. Style → then lighting → then framing. Never overhaul the whole prompt.