

FROM IDEA TO CREATION

AI Creative Cheat Sheet

Your 5-minute guide to images, edits and AI video.
Read once. Keep open. Apply as you create.

01

The simple prompt formula

WHAT + WHERE + LOOK + LIGHT + CAMERA + MOOD + DETAILS

Describe the result you want. Use the details that matter.

WHAT	The subject	A young woman holding a perfume bottle.
WHERE	The setting	Inside a dark luxury studio.
LOOK	The visual style	Photorealistic luxury advertisement.
LIGHT	The illumination	Soft studio light with purple rim light.
CAMERA	The framing and angle	Medium shot, eye-level camera.
MOOD	The feeling	Elegant and premium.
DETAILS	The essentials	Black and gold; space on the right for text.

BASIC Create a woman advertising perfume.

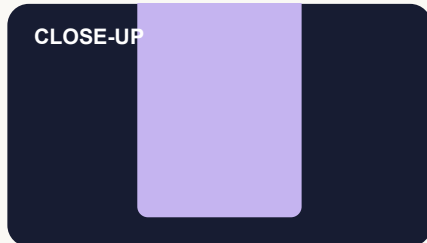
BETTER / READY TO TRY

Create a photorealistic luxury advertisement of a stylish young woman holding an elegant perfume bottle in a dark studio. Medium shot, soft studio lighting with purple rim light, eye-level camera, elegant and premium mood, black and gold colour palette, realistic skin and detailed glass reflections. Leave clean space on the right for advertising text.

Give your idea a visual direction.

02 Quick creative word bank

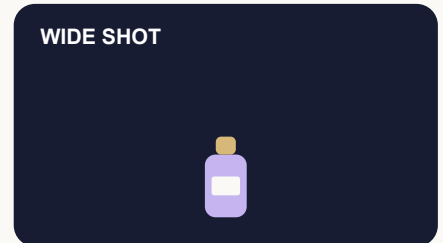
Pick a few compatible words. You do not need them all.



Details fill the frame



The entire subject



Subject + surroundings

CAMERA

Close-up / face or product details
Medium shot / upper body
Full shot / entire subject
Wide shot / subject + surroundings
Eye level / natural viewing angle
Low / high angle / look up / down
Overhead / directly from above

STYLE

Photorealistic / cinematic / editorial
Luxury commercial / minimalist
Futuristic / 3D render / illustration

LIGHTING

Soft light / gentle shadows
Studio light / controlled setup
Golden hour / warm, low sunlight
Rim light / glowing subject edges
Backlight / light behind the subject
Dramatic light / strong contrast
Neon light / colourful glow

MOOD

Elegant / luxurious / powerful
Peaceful / energetic / mysterious
Romantic / dramatic

03 The image editing formula

CHANGE + PRESERVE + IMPROVE + AVOID

Change what needs replacing. **Preserve** what must stay.
Improve the finish. **Avoid** specific unwanted changes.

TRY THIS / WITH YOUR UPLOADED IMAGE

Replace the background with a luxury hotel interior. Keep the person's face, identity, hairstyle and pose unchanged. Improve lighting and colour balance so the subject blends naturally. Do not alter facial features.

Direct the scene. Then refine it.

04 The AI video formula

SUBJECT + ACTION + ENVIRONMENT + CAMERA + MOOD

Name the subject, describe one clear action, add movement in the surroundings, then choose the camera movement and feeling.

TRY THIS / A PERFUME ADVERTISEMENT

The woman slowly raises the perfume bottle toward the camera while her dress moves gently in the breeze. Subtle particles float in the background. The camera slowly pushes toward her face. Soft cinematic lighting, elegant luxury-commercial atmosphere.

USEFUL CAMERA MOVEMENTS

Push in / camera moves closer

Pull out / camera moves away

Pan left / right / turn from a fixed position

Tilt up / down / angle the camera up or down

Orbit / circle the subject

Tracking shot / follow the subject

Static shot / keep the camera still

Start with one action and one camera move per clip.

05 REFINE, DON'T RESTART

1. Identify exactly what is wrong.
2. Keep what already works.
3. Change one thing at a time, then review the result.

Instead of **"Try again"**, say:

"Keep the same subject and composition, but soften the lighting."

Be specific about what to avoid: "No extra bottles in the background."

THE GOLDEN RULE

Don't make AI guess what you're imagining. **Direct it.**