

STUDY THE VISUAL. BUILD YOUR OWN DIRECTION.

Reverse Prompting Blueprint

Turn a reference image into useful creative instructions.
You are reconstructing a visual approach, not recovering its exact prompt.

OBSERVE + DESCRIBE + TRANSFORM + GENERATE + REFINE

01 Look before you prompt

Choose one reference. Ask: **What makes this work?** Note what you can see in plain language. Separate visible evidence from guesses about the camera, lighting setup or editing process.

THE 10-POINT VISUAL CHECK

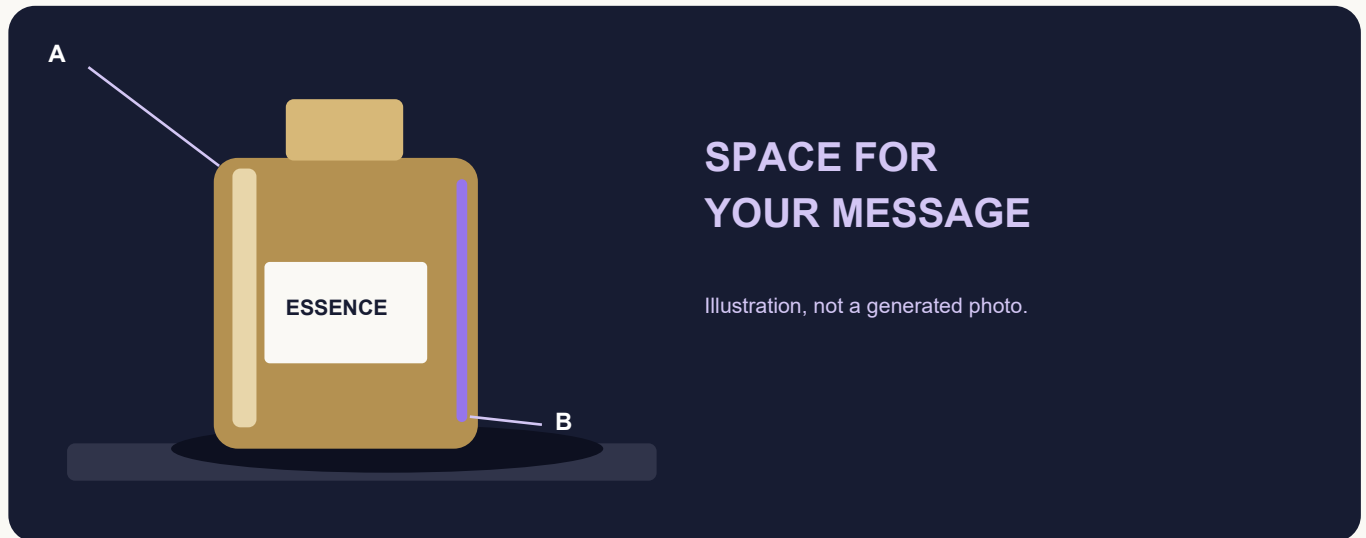
01	Subject	Who or what draws your attention?
02	Composition	Where are the subject and empty space?
03	Environment	What surrounds the subject?
04	Lighting	Where are highlights and shadows?
05	Camera angle	Are you looking up, down or straight on?
06	Perspective	Do nearby objects look much larger?
07	Colour palette	Which two or three colours dominate?
08	Mood	What feeling does the image create?
09	Texture	Which surfaces look smooth, rough or glossy?
10	Visual style	Photo, illustration, 3D render or another style?

DESCRIBE THE EFFECT, NOT AN INVENTED SETTING

Write "soft shadows and a bright left edge" rather than guessing a lens or light model. If something is unclear, mark it as uncertain or leave it out.

See it. Explain it. Change it.

ILLUSTRATED REFERENCE / PRODUCT AD COMPOSITION



02 / DESCRIBE WHAT YOU SEE

Subject + composition: one bottle on the left; open space on the right.

Environment + style: a minimal dark setting, drawn as a flat illustration.

Lighting + texture: bright left edge (A), purple right edge (B), smooth surfaces.

Angle + perspective: front-facing bottle; little visible depth.

Palette + mood: midnight blue, gold and violet; restrained and premium.

03 / TRANSFORM THE IDEA

Keep the left-side product placement and calm, premium mood. Change the perfume to a skincare jar, the dark setting to warm stone, and the illustration to photography. Use your own product and message.

YOUR NEW PROMPT / AN ORIGINAL DIRECTION

Create a photorealistic advertisement of one ivory skincare jar on a warm limestone surface. Place the jar on the left, leaving the right half uncluttered for copy. Use a front-facing view, soft light from the upper left and subtle contact shadows. Emphasise the matte packaging and fine stone texture. Use cream, sand and muted gold for a calm, premium mood. No added lettering or extra products. Use a 4:5 frame.

04 / GENERATE + REFINE: compare placement, light and mood first. Correct the largest mismatch, then review again.

Your turn: decode a reference.

Use this page as a printable worksheet, or copy the headings into your notes.
Write short observations. Use Bonus 3 to expand them into a full prompt.

REFERENCE / FILE NAME OR LINK

01 / SUBJECT

02 / COMPOSITION

03 / ENVIRONMENT

04 / LIGHTING

05 / CAMERA ANGLE

06 / PERSPECTIVE

07 / COLOUR PALETTE

08 / MOOD

09 / TEXTURE

10 / VISUAL STYLE

KEEP / WHICH VISUAL QUALITIES?

CHANGE / WHAT WILL MAKE IT YOURS?

OPTIONAL / ASK AN IMAGE-CAPABLE AI TO HELP

Analyse the uploaded image: subject, composition, environment, lighting, camera angle, perspective, colours, mood, texture and style. Separate visible observations from uncertain inferences. Do not claim to know the original prompt. Then write a new prompt using [my subject] in [my setting], preserving [visual qualities] while changing [elements]. Describe the visual direction in plain language.

ONE REFINEMENT TO TRY AFTER GENERATING

Keep _____, but change _____
to _____. Leave everything else unchanged.

The goal: understand the choices, then make your own.