

# Gen-3 Alpha Prompting Guide

6-8 minutes

Gen-3 Alpha has endless potential to bring your artistic vision to life for a [wide variety of use cases](#). Creating a strong prompt that conveys the scene is the key to generating video aligned with your concept.

This article covers different example structures, keywords and prompting tips to help you get started with Gen-3 Alpha. These are just examples - don't be afraid to experiment when bringing your ideas to life.

Gen-4 is now available to all users with a subscription. Review our [Gen-4 Prompting Guide](#) for more details.

## Article Highlights

- Avoid negative phrasing, such as the camera doesn't move, in your text prompts
- Use a simple and direct prompt that describes the desired **movement** when using an input image
- You do not need to describe your input image in a text prompt

## Related Links

- [Creating with Text/Image to Video](#)

## Prompting Basics

### All prompts should be direct and easily understood, not conceptual

When crafting a prompt, it can be helpful to pretend that you're describing a scene to a new collaborator who is unfamiliar with your previous work and preferred aesthetic. This new collaborator will be responsible for filming the scene that you're describing, so ensure that important elements are conveyed with clarity.

Avoid using overly conceptual language and phrasing when a simplistic description would efficiently convey the scene.

✗ a man hacking into the mainframe.

✓ a man vigorously typing on the keyboard.

### Prompts should be descriptive, not conversational or command-based

While external LLMs thrive on natural conversation, Runway's models are designed to thrive on visual detail. Including conversational additions to your prompt will not bring value to your results, and could even negatively impact your results in certain cases.

✗ can you please make me a video about two friends eating a birthday cake?

✓ two friends eat birthday cake.

Using a command-based prompt may have a similar negative effect, as it may not include sufficient details to create the desired scene:

✗ add a dog to the image

✓ a dog playfully runs across the field from out of frame

### Prompts should use positive phrasing

Negative prompts, or prompts that describe what *shouldn't* happen, are not supported in the Generative Video models. Including a negative prompt may result in the opposite happening.

✗ no clouds in the sky. no subject motion.

✓ a clear blue sky. subtle and minimal subject motion.

## Text-only Prompting

Text-only prompts are most effective when they follow a clear structure that divides details about the scene, subject and camera movement into separate sections.



Low angle



High angle



Overhead



FPV



Hand held





Wide angle



Close up

Macro cinematography

Over the shoulder



Tracking

Establishing wide

50mm lens

SnorriCam

Realistic documentary

Camcorder

## Lighting Styles

Keyword	Output
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Diffused lighting

Silhouette

Lens flare

Back lit

Side lit

[color] gel lighting

Venetian lighting

Movement Speeds

Movement Types

Keyword	Output
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Grows	
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Emerges	
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Explodes	
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Ascends

Undulates

Warps

Transforms

Ripples



Shatters

Unfolds

Vortex

Style and Aesthetic

Keyword	Output
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Moody	
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Cinematic	
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Iridescent

Home video VHS

Glitchcore

## Text Styles

Keyword	Output
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**Bold**

Graffiti

Neon

Varsity

Embroidery

## Bracket Placeholders

For creating custom presets that are easy to reuse, you can also put part of your prompt in brackets to 1-click replace the text. For example:

The camera seamlessly flies through a [subject location]

When saved as a preset, this allows you to 1-click replace the bracket area and start typing your text whenever you reuse it.