

Emotional Control Through Visual Variables – Test Study

Purpose of These A/B Tests



Each image pair isolates one visual element, such as lighting or composition, to explore how it affects emotional tone. Lighting tests show how warm or cool light changes the feeling of a scene. Composition tests explore how camera distance shifts a viewer's emotional connection to the subject.

The goal is to demonstrate emotional control using prompt-based visual direction — not personal preference, but intentional authorship.

Case 1: Woman in Gothic Library – Lighting as Emotional Control

Prompt: A woman reading an old book in an ancient gothic library with stone columns and wooden shelves, lit only by a candle placed beside her on the table. Golden flickering light, warm amber glow, deep shadows, rich textures. Cinematic composition, moody atmosphere, chiaroscuro lighting, filmic detail. Centered framing, shallow depth of field, 3:2 aspect ratio. Do not include floating books or objects. Ensure the book is closed or clearly supported by her hands or the table. No modern elements, no floating candles, no visible text. Allow background textures like worn books and arches for ambient detail.

Study:

-  **Warm – Candlelight:** Golden candlelight softens the scene, inviting intimacy and calm. The woman feels protected in solitude, almost devotional. A moment of peace.
-  **Cold – Moonlight:** Cool moonlight shifts the same act into one of isolation. Stillness becomes haunting. The silence is no longer warm — it feels weighty. The light touches her, but doesn't hold her.

Goal: To test how lighting alone can reshape emotional tone — transforming the same environment from comforting solitude to haunting isolation.

Case 2: Spirit in Mirror Desert – Composition as Emotional Control

Prompt A: A glowing humanoid spirit standing in the center of an endless desert made entirely of broken mirror shards. The landscape is surreal and dreamlike, with fractured reflections of sky and figure in every direction. Lit only by ambient ethereal light radiating from the spirit. Soft glow, distant shadows, shimmering surfaces, and ghostlike atmosphere. Cinematic wide composition, emotionally abstract, 16:9 aspect ratio. Do not include additional figures, symbols, or text. No modern structures, no horizon line. Allow background texture to suggest infinite scale through layered reflections and ambient haze.

Study:

- 🦎 **Wide Composition:** The spirit feels small and symbolic in surreal vastness. The mood is cosmic and detached.
- 🦎 **Close-Up Composition:** A tighter frame on reflections introduces emotional closeness and surreal vulnerability.

Goal: To isolate composition as the controlling variable — proving how viewer positioning alone can shift the emotional experience from symbolic abstraction to intimate engagement.

Case 3: Fantasy Frog – Palette as Emotional Control

Prompt: A small, animated fantasy frog sitting on a glowing mushroom in the heart of a bioluminescent jungle. The environment is rendered in desaturated tones: dusty pink vines, dim teal leaves, and faint golden fireflies drifting in the background. Light sources softly reflect off the frog's dull green skin with minimal contrast. Subdued, enchanted surroundings with a restrained palette, dreamy atmosphere, and softened cinematic quality. Shallow depth of field, soft motion blur, muted mood. 16:9 aspect ratio. Do not include other animals, symbols, or text. Keep focus on the subdued palette and tone.

Study:

- 🦎 **Vibrant Palette:** The frog scene is electric with color, evoking wonder, energy, and fantasy immersion.
- 🦎 **Muted Palette:** Desaturated tones pull the magical world into quiet surrealism. The colors are restrained, mysterious — a calm contrast to the same environment.

Goal: To test how saturation alone can shift the emotional register — from energetic enchantment to hushed dreamlike stillness.