

THE FULL PROCESS WALKTHROUGH

From Zero to Finished Brand (No Gatekeeping)

THE 6-STEP PROCESS

1. Define the feeling
 2. Collect references
 3. Extract keywords
 4. Build the prompt template
 5. Generate and curate
 6. Package and present
-

STEP 1: DEFINE THE FEELING

The Question

"What emotion should someone feel when they experience this brand?"

The Exercise

Write down 5 emotional words. Not visual words—emotional words.

Examples:

- Warm, nostalgic, intimate, authentic, crafted
- Bold, confident, rebellious, urban, raw
- Calm, minimal, sophisticated, serene, elevated
- Energetic, playful, vibrant, joyful, dynamic

Common Mistakes

✗ Starting with visuals ("I want blue and white") ✓ Starting with feelings ("I want calm sophistication")

STEP 2: COLLECT REFERENCES

The Goal

Find 10-15 images that capture your emotional target.

Where to Look

- Pinterest (search your emotion words)
- Are.na (curated, taste-forward)
- Film stills (strong emotional direction)
- Magazine archives (editorial quality)
- Competitor brands (what works in category)
- Art photography (pure aesthetic)

What to Collect

- NOT what you want to create

- What FEELS like what you want to create
- Mix of sources and subjects
- United by emotional quality

Organization

Create a folder or board. Include:

- The image
 - Why you saved it
 - What specifically you like
-

STEP 3: EXTRACT KEYWORDS

The Method

Look at your references and identify patterns.

Categories to Extract

Lighting:

- What direction? (side, window, overhead)
- What quality? (soft, harsh, diffused)
- What time of day? (morning, golden hour, blue hour)

Color:

- What palette? (specific colors)
- What temperature? (warm, cool, neutral)
- What saturation? (muted, vibrant, desaturated)

Texture:

- What surfaces? (marble, wood, fabric)
- What qualities? (smooth, rough, worn)
- What imperfections? (grain, scratches, wear)

Composition:

- What framing? (close, wide, medium)
- What depth? (shallow, deep)
- What angle? (eye level, above, below)

Mood:

- What atmosphere? (intimate, grand, quiet)
- What energy? (calm, dynamic, tense)

The Output

A list of specific, usable descriptors.

Example: "Soft window light from left, warm color grade, 35mm film grain, muted earth tones (cream, sage, coffee), shallow depth of field, worn wood surfaces, visible texture, intimate close-ups"

STEP 4: BUILD THE PROMPT TEMPLATE

The Structure

[Emotional quality]. [Photography style], [lighting setup]. [SCENE PLACEHOLDER].
[Color palette]. [Texture elements]. [Technical specs].

Filling It In

From your keywords:

- Emotional quality: "Intimate artisanal warmth"
- Photography style: "35mm film aesthetic with visible grain"
- Lighting: "Soft window light from left"
- Color: "Muted earth tones - cream, sage, warm brown"
- Texture: "Worn surfaces, natural materials, imperfect"
- Technical: "Shot on 50mm lens, shallow depth of field, 4:5 ratio"

The Template

Intimate artisanal warmth. 35mm film aesthetic with visible grain, soft window light from left. [SPECIFIC SCENE]. Muted earth tones – cream, sage, warm brown. Worn surfaces, natural materials, imperfect textures. Shot on 50mm lens, shallow depth of field, 4:5 ratio.

Now every image uses this template with different [SPECIFIC SCENE].

STEP 5: GENERATE AND CURATE

The Volume Approach

- Generate 10 images per scene
- Pick best 2-3
- Refine if needed
- Move to next scene

The Scenes

Map what images your brand needs:

1. Hero/signature shot
2. Product shots (various angles)
3. Lifestyle/context shots
4. Detail/texture shots
5. Environmental shots
6. Social content

The Curation Process

First Pass: Quick gut reaction

- Yes (definitely use)
- Maybe (review later)

- No (delete)

Second Pass: Technical check

- Is the lighting consistent?
- Are there AI artifacts?
- Does it match the brand?

Third Pass: Final selection

- Pick the best
- Ensure variety
- Check cohesion

When to Refine

If none of 10 work:

- Adjust the prompt
- Try different approach
- Regenerate

If close but not perfect:

- Use follow-up prompts
- "Make the lighting warmer"
- "Add more texture"

STEP 6: PACKAGE AND PRESENT

File Organization

```
/Brand_Name/
  /Final_Images/
    - hero_01.png
    - product_01.png
    - product_02.png
    - lifestyle_01.png
    (etc.)
  /Working_Files/
    - all_variations
    - iterations
  /Documentation/
    - style_guide.md
    - prompt_library.md
    - brand_brief.md
```

Style Guide Document

Include:

- Brand overview
- Visual rules (from Step 3)
- Color palette (with hex codes)
- Typography direction

- Photography guidelines
- Master prompt template

Presentation Options

For Clients:

- PDF lookbook
- Organized folder
- Live presentation

For Portfolio:

- Case study format
- Process documentation
- Before/after if relevant

REAL EXAMPLE: COFFEE BRAND

Step 1: Feeling

Words: Warm, ritualistic, artisanal, morning calm, authentic

Step 2: References

Collected:

- Japanese coffee shop interiors
- Film photography, Kodak Portra tones
- Ceramic artist studios
- Hands in process
- Steam and morning light

Step 3: Keywords

Extracted:

- Lighting: Soft morning window light, golden hour warmth
- Color: Muted earth (cream, coffee brown, sage)
- Texture: Worn wood, ceramic, grain, steam
- Composition: Intimate close-ups, shallow depth
- Mood: Quiet, focused, ritualistic

Step 4: Template

The quiet ritual of morning coffee. 35mm film aesthetic with visible grain, warm golden light from nearby window. [SCENE]. Muted earth tones – cream, coffee brown, sage. Worn wooden surfaces, ceramic textures, visible steam. Shot on 50mm lens, shallow depth of field, 4:5 ratio.

Step 5: Scenes Generated

1. Hero: Barista hands pouring
2. Product: Coffee bags (x3)
3. Product: Brewing equipment (x5)

4. Lifestyle: Person enjoying coffee (x3)
5. Detail: Steam, textures, beans (x8)
6. Environmental: Café interior (x3)
7. Social: Quote backgrounds (x5)

Total: 30+ curated images

Step 6: Packaged

- Final folder with named images
- Style guide document
- Prompt library for future use

Total Time: 6-8 hours across one weekend

PRO TIPS

Tip 1: Save Everything

Keep all prompts that work. You'll use them again.

Tip 2: Name Files Descriptively

```
lifestyle_person_coffee_morning_01.png not image_final_v2.png
```

Tip 3: Document Decisions

Future you will forget why you made choices.

Tip 4: Build a Swipe File

Save prompts and results that work across projects.

Tip 5: Don't Skip Steps

The first 3 steps make steps 4-6 much easier.

This walkthrough is from LOOPWORKER. For more resources, follow @loopworker.