

THE PROMPT FRAMEWORK

Stop Writing Wish Lists. Start Art Directing.

THE PROBLEM

Most people prompt like this:

"A beautiful product photo of a perfume bottle with good lighting"

And get: Generic. Flat. Stock photo energy.

This guide fixes that.

THE A.R.T.S. FRAMEWORK

Every killer prompt has 4 components:

A - ATMOSPHERE

The emotional quality of the scene.

- What feeling should this evoke?
- What's the energy?
- What time of day/season/moment?

Keywords:

- Nostalgic, intimate, warm
- Bold, energetic, urgent
- Serene, minimal, calm
- Raw, gritty, honest
- Luxurious, elevated, refined

R - RENDERING

How should this be captured/created?

- Photography style
- Lighting setup
- Color treatment
- Film stock/digital quality

Keywords:

- 35mm film grain, Kodak Portra
- Editorial flash photography
- Soft diffused natural light
- High contrast, crushed blacks
- Warm/cool color grade

T - TANGIBLES

What's physically in the frame?

- Subject (with specific details)
- Environment/setting
- Props and context
- Spatial relationships

Keywords:

- Hands (weathered, manicured, etc.)
- Specific materials (ceramic, brass, linen)
- Environmental details (scratched wood, steam rising)
- Position/action (cradling, pouring, resting)

S - SPECIFICATIONS

Technical camera/render details.

- Lens and focal length
- Depth of field
- Aspect ratio
- Any specific rendering notes

Keywords:

- Shot on 50mm lens
- Shallow depth of field
- 3:4 aspect ratio
- Macro detail
- Wide establishing shot

BEFORE & AFTER EXAMPLES

Example 1: Coffee Product

BEFORE (Wish List):

"A beautiful photo of a coffee bag on a table"

AFTER (A.R.T.S.):

A: Early morning ritual warmth, quiet contemplation **R:** 35mm film aesthetic, warm window light from left, visible grain **T:** Kraft paper coffee bag with hand-stamped logo, resting on worn butcher block, steam rising from nearby cup, scattered coffee beans **S:** Shot on 85mm, shallow depth of field, 4:5 ratio

Combined Prompt:

"Early morning ritual warmth, quiet contemplation. 35mm film aesthetic, warm window light from left, visible grain. Kraft paper coffee bag with hand-stamped logo resting on worn butcher block counter, steam rising from nearby ceramic cup, scattered whole coffee beans catching light. Shot on 85mm lens, shallow depth of field, 4:5 aspect ratio."

Example 2: Skincare Product

BEFORE (Wish List):

"Professional product photo of a face cream jar"

AFTER (A.R.T.S.):

A: Serene spa moment, elevated self-care **R:** Soft diffused light, clean minimal aesthetic, slight warmth
T: Frosted glass jar with minimalist label, resting on pale marble, single eucalyptus sprig, water droplets on surface **S:** Product hero shot, 100mm macro, 1:1 ratio

Combined Prompt:

"Serene spa moment, elevated self-care ritual. Soft diffused light from above, clean minimal aesthetic with slight warmth. Frosted glass skincare jar with minimalist sans-serif label, resting on pale veined marble slab, single eucalyptus sprig casting soft shadow, delicate water droplets on glass surface. Product hero shot, 100mm macro lens, 1:1 square aspect ratio."

Example 3: Fashion Editorial

BEFORE (Wish List):

"Cool fashion photo of someone in streetwear"

AFTER (A.R.T.S.):

A: Raw urban energy, confident rebellion **R:** Flash photography, harsh shadows, high contrast black and white **T:** Model mid-stride, oversized vintage denim jacket, empty parking structure, motion blur in extremities **S:** Wide shot, 35mm lens, dramatic angle from below, 16:9 ratio

Combined Prompt:

"Raw urban energy, confident rebellion. Direct flash photography creating harsh shadows, high contrast black and white treatment. Young model mid-stride wearing oversized vintage denim jacket, empty concrete parking structure as backdrop, subtle motion blur in hands and jacket edges suggesting movement. Wide shot from below using 35mm lens, dramatic upward angle, 16:9 cinematic ratio."

FRAMEWORK CHEAT SHEET

Copy and fill in:

ATMOSPHERE: [emotion] energy, [mood] moment

RENDERING: [photography style], [lighting], [color treatment]

TANGIBLES: [subject with details], [environment], [props/context]

SPECIFICATIONS: [lens], [depth of field], [ratio]

COMMON ATMOSPHERE WORDS

Mood	Words to Use
Warm	Nostalgic, intimate, cozy, golden, familiar
Cool	Serene, minimal, clean, sophisticated, calm
Bold	Energetic, confident, dynamic, powerful, raw

Luxe	Elevated, refined, opulent, precious, rich
Gritty	Raw, authentic, honest, textured, real

COMMON RENDERING WORDS

Style	Words to Use
Film	35mm grain, Kodak Portra, analog warmth, soft focus
Editorial	Flash, harsh shadows, high contrast, magazine
Natural	Window light, soft diffused, golden hour, organic
Studio	Controlled lighting, clean backdrop, product hero
Cinematic	Anamorphic, color graded, shallow DOF, widescreen

COMMON TANGIBLE DETAILS

Element	Specific Words
Hands	Weathered, manicured, calloused, elegant, working
Surfaces	Scratched, worn, patina, marble, raw wood, concrete
Textures	Grain, weave, matte, glossy, textured, smooth
Environment	Steam rising, dust particles, morning light, shadow play
Imperfections	Asymmetric, slightly off-center, natural variation

ACTION STEPS

1. **Before your next prompt**, write out each A.R.T.S. component separately
2. **Combine them** into one flowing description
3. **Generate 5-10 images**
4. **Note what worked** and refine
5. **Build a template** from your wins

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