

Image Prompting Cheat Sheet

A visual-first guide to writing effective AI image prompts for photographers, designers, and creators



Made with **GAMMA**

Think Like a Director, Not a Poet

You're Giving Instructions To:

- A camera operator
- A set designer
- A professional photographer

This is technical direction, not creative writing. Be specific, visual, and structured.



Critical Truth

If you don't decide it, the AI will. Every visual choice you skip becomes a random guess. Control the output by controlling the input.

The SCALE Framework

90% of successful prompts follow this five-factor structure. Memorize it.



Subject

What is in the image?



Composition

Where is the camera positioned?



Action

What is happening in the scene?



Location

Where does it take place?



Esthetic

How should it look and feel?

Your Prompt Template

Fill this template before experimenting. Structure creates consistency and quality.

Subject:

Composition:

Action:

Location:

Style:



Pro tip: Don't freestyle until filling this template feels natural and automatic.

Real-World Examples

Simple Object

Subject: A ceramic coffee cup

Composition: Close-up shot from table level

Action: Steam rising from the cup

Location: Wooden table in a cafe

Style: Realistic product photography

Real Estate

Subject: A luxury beach villa

Composition: Eye-level architectural angle

Action: Static completed building

Location: Beachside plot near Chennai, India

Style: Photorealistic real-estate visualization



Composition Quick Reference

Camera angles dramatically change how viewers perceive your subject. Choose intentionally.



Eye-level

Human perspective, buyer view, natural engagement



Drone / Top-down

Planning view, site layouts, spatial relationships



Wide shot

Establishes space, shows full context and environment



Close-up

Reveals details, texture, product features



Slight angle

Adds depth, realism, and three-dimensional feel



Remember: Flat shots feel fake. Add dimension with angles.

The Action Rule

If Nothing Is Happening, Say It

Silence is a direction. Stillness must be specified or AI will add unwanted movement, people, or activity.

Use these phrases:

- Static scene
- No people
- No movement
- No construction activity

Stillness = Clarity. Control what doesn't happen as much as what does.



Location and Style Rules

Location Rule

Use city or environment type, not specific landmarks. Location controls physics and atmosphere, not GPS coordinates.

Good: Urban coastal area near Chennai

Bad: Near Marina Beach signal tower

Style Rule

Choose ONE style only. Never mix multiple visual approaches in a single prompt.

- Photorealistic
- Cinematic
- Illustration
- Sketch
- Product shoot
- Film still

Common Mistakes to Avoid

- **Writing long paragraphs**

Keep prompts concise and structured—clarity beats verbosity

- **Using poetic language**

Skip words like "dreamy," "magical," "whimsical"—be literal and visual

- **Forgetting camera angles**

Always specify composition—it's non-negotiable for quality output

- **Changing everything at once**

Iterate one element at a time to understand what works

- **Over-stylizing real-world scenes**

Photorealism requires restraint—too many effects destroy believability

☆ GOLDEN RULE

Structure First. Freedom Later.

01

Level 1: Subject + Location

Master the basics before adding complexity

03

Level 3: Add Style

Refine with aesthetic choices and polish

Never start at Level 3. Build skills progressively. Master structure, then embrace creative freedom within that framework.

02

Level 2: Add Composition

Introduce camera angles and framing

