

Visuals





1. The Image Prompt Formula



Subject + Style + Lighting + Vibe + Parameters

What is the Image Prompt Formula?

The Image Prompt Formula is a structured way of writing prompts to generate **high-quality and controlled AI-generated images**.

Instead of writing vague prompts, this formula helps create **precise and visually appealing outputs**.



Subject + Style + Lighting + Vibe + Parameters

1. Subject – What Should Appear in the Image

The subject defines the **main object or scene** in the image.

Examples of subjects include:

- A futuristic city
- A portrait of a warrior
- A mountain landscape
- A cyberpunk robot
- A fantasy castle

Subject + Style + Lighting + Vibe + Parameters



Example

A golden retriever running on a beach

The **subject here is the dog and beach environment.**





Subject + Style + Lighting + Vibe + Parameters



2. Style – How the Image Should Look

Style controls the artistic or visual appearance.

Common styles include:

- Realistic
- Cartoon
- Anime
- Oil Painting
- Watercolor
- Cinematic
- 3D Render
- Pixel Art

Subject + Style + Lighting + Vibe + Parameters



Example

A golden retriever running on a beach, **watercolor painting style**





3. Lighting – How Light Appears in the Image

Lighting dramatically affects mood and realism.

Common lighting types include:

- Soft lighting
- Neon lighting
- Golden hour lighting
- Studio lighting
- Dramatic lighting
- Natural sunlight
- Backlighting

Subject + Style + Lighting + Vibe + Parameters



Example

Golden retriever running on a beach,
watercolor style,
golden hour lighting





4. Vibe – Emotional or Atmospheric Feel

Vibe controls the emotional tone or atmosphere.

Examples include:

- Calm and peaceful
- Dark and mysterious
- Energetic and vibrant
- Futuristic and sci-fi
- Dreamlike and fantasy

Subject + Style + Lighting + Vibe + Parameters



Example

Golden retriever running on a beach,
watercolor style,
golden hour lighting,
calm and peaceful vibe





5. Parameters – Technical Settings

Parameters control technical image settings such as:

- Aspect ratio (--ar)

Aspect ratio controls image shape.

Examples:

--ar 1:1 → Square image

--ar 16:9 → Wide landscape image

--ar 9:16 → Vertical image

- Stylization level (--s)

Stylization controls how artistic or creative the output becomes.

Lower value → More realistic

Higher value → More artistic or stylized



Subject + Style + Lighting + Vibe + Parameters



5. Parameters – Technical Settings

- Rendering quality
- Image variation
- Resolution control

Subject + Style + Lighting + Vibe + Parameters



Example Full Prompt

Golden retriever running on a beach, watercolor style,
golden hour lighting, calm and peaceful vibe --ar 16:9 --s 750

Why This Formula is Important

- Improve visual control
- Reduce randomness
- Generate professional results



2. Negative Prompts – Controlling What Should NOT Appear



What are Negative Prompts?

Negative prompts are instructions that tell the AI **what elements to remove or avoid** in generated images.

They help refine and clean up the output.

Why Negative Prompts are Important

AI sometimes generates:

- Extra limbs
- Blurry images
- Distorted faces
- Unwanted objects
- Poor quality textures

Negative prompts help eliminate these issues.

Example With Negative Prompt

Prompt:

Portrait of a woman, realistic style

Negative Prompt:

blurry, distorted face, extra fingers, low quality, black hair



Example Without Negative Prompt

Prompt:

Portrait of a woman, realistic style

AI might generate unwanted distortions.



Common Negative Prompt Keywords

- Blurry
- Low resolution
- Extra limbs
- Deformed face
- Cropped image
- Watermark
- Noise
- Text artifacts



