

AI guide EN

General Recommendations

Overall Style

Aesthetic and Visual Principles

Overall Style

Super App merges the documentary realism of Magnum Photos with the stylish sensibility of Bottega Veneta fashion campaigns. The protagonists are real people — customers, drivers, couriers. Each shot captures what feels like a spontaneously observed moment from real life.

Unstaged Reportage

- Subjects don't pose. No direct eye contact with the camera.
- Emotions are genuine, not performed.
- The photographer is an observer, not a participant.

Dynamics and Angles

- Unusual angles, tilted horizons, low or high viewpoints are encouraged.
- Motion blur is allowed when it emphasizes movement.
- Shots should feel alive, slightly chaotic — like life itself.

Hyperlocal Locations

- Street: courtyards, markets, bus stops, transportation — real places, not a polished cityscape.
- Interiors: “lived-in” and personal — full of details, slightly cluttered but cozy. Avoid showroom-style or IKEA-like interiors.
- Atmosphere must feel authentic, with urban background noise and random passersby.

Light and Color

- Flash and harsh light are acceptable.
- Colors should be natural — no filters or excessive grading.
- Brightness should come from detail and storytelling, not editing.

Character Clothing and Style

- Style: **Street Fashion** — eclectic, urban, unexpected combinations.
- Always feature **bold manicures for women**, adding to the character.
- Highlight **cool, standout accessories**: glasses, bags, jewelry, hairstyles.
- Clothing must have personality. Dull or “office” looks are anti-references.
- Cultural mix is welcome **if modern, non-stereotypical, and seamlessly integrated** — e.g., African prints with designer sneakers or a traditional element in an urban look.

Models and Emotion

- **Character archetype** — focused, modern, confident. These are active participants in city life, not random passersby.
- **Not glossy supermodels** but people with charisma and distinct features — expressive looks, a gaze with history, individuality.
- **Emotion** — more neutral or subtly fierce (a hint of a “bitch face”), as in fashion photography. Avoid “smiling at camera” or unjustified happiness.
- Convey internal states: focus, energy, slight tiredness — anything honest for the scene.
- **Poses** — in motion, natural, never staged. Subjects are “living” inside the frame.
- **Secondary characters** add realism and help build context.

Composition and Framing

- **Vary framing**: wide to show context, medium for action, close-up for details (logo, hands, food, app, emotion).
- **Avoid ideal symmetry** — slight messiness, cropping, and spontaneity make it feel alive. Don’t fear “cutting” the scene for expressiveness.

- **Unusual angles encouraged:**
 - Dutch tilt for energy.
 - Low angle to empower the subject.
 - High angle to give a sense of observation.
- **Avoid sterile, over-polished frames.** Instead: dynamism, a sense of the moment — like the photo was taken by a bystander.
- **Every shot should tell a story**, even if it's just one frame.

Prompt Structure

1. Main Character and Action

Who is the focus of the image, and what are they doing?

Example:*a young delivery courier riding a scooter*

2. Clothing/Appearance

Brief description of how the person looks — especially if relevant to the scene.

Example:*...wearing a bright green jacket and a pink cap*

3. Location and Surroundings

Where is the action happening? Include specific details.

Example:*...through a narrow street in Istanbul, past old apartment buildings*

4. Time and Atmosphere

Mention time of day, lighting, weather, mood.

Example:*...at dusk in light rain, city lights starting to glow*

5. Background Elements

What's happening around the subject?

Example:*...pedestrians blur in the background, neon shop signs in Turkish visible*

6. Photography Style and Angle

Add technical/stylistic notes.

Example:...*candid photo, motion blur, low-angle shot with flash*

Main Character and Action (Expanded)

Every prompt starts with the main character and what they're doing. This is the foundation — the base of the visual narrative.

The person isn't just "present" in the shot — they're doing something, interacting, experiencing — and that's how the emotion comes through.

Character + Action

Use precise present-tense verbs:

Stepping into, Biting into, Reaching for, Glancing toward, Holding, Fixing, Adjusting, Carrying, Offering, Zipping, Tapping, Squinting, Laughing, Waiting, Handing over

Use:*Caught mid-step, In the act of handing over, Glancing sideways while chewing, Mid-laugh*

Avoid:*Posing, Standing still, Smiling at the camera, Portrait of*

Examples (Do):

- *A woman stepping out of a white Toyota Yaris, adjusting her sunglasses...*
- *A courier knocking on a gate with a delivery box under his arm...*
- *A young girl zipping her backpack*

Examples (Don't):

- *A man holding a bag, looking around, fixing his jacket, walking toward the car.*
- *A woman eating, texting, waving, and opening the door.*
- *A teenager running, talking to someone, holding balloons, and smiling.*

The Scene Should Feel "Caught in the Moment"

1. Character in Motion or Action

Important: They should be **doing something**, not just standing.

Phrases that work well: *"mid-motion"*, *"while doing..."*, *"caught in the act of..."*

Examples:

- *A woman adjusting her scarf while stepping out of a tuk tuk*
 - *A courier lifting a delivery box with one hand while unlocking a gate*
 - *A teenager mid-bite into a sandwich, cheeks puffed slightly*
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2. Lived-In, Imperfect Clothing

Important: Clothes shouldn't look store-fresh. Small "flaws" make them real.

Phrases that work well: *"collar turned up"*, *"strap slipping"*, *"shirt caught under bag"*

Examples:

- *Her jacket collar turned up on one side, bag strap slipping off her shoulder*
 - *His shirt slightly stuck under the edge of a delivery box*
 - *Scarf half-loosened, ends fluttering in the breeze*
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3. Imperfect, Uneven Movements

Important: The scene should feel in progress — not a pose, but action.

Good phrases: *"mid-step"*, *"shifting weight"*, *"leaning while..."*

Examples:

- *She's stepping off the curb, one heel still in the air*
 - *He's shifting a bag from one hand to the other, fingers tensed unevenly*
 - *She's leaning down to grab something, hair falling across her face*
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4. Eyes Looking Away, Not at Camera

Important: No eye contact. Eyes should look **at something, to the side, down, forward**.

Phrases: *"looking down", "eyes turned toward...", "not facing camera"*

Examples:

- *Looking down at her phone while walking*
 - *Eyes turned toward the driver, face unreadable*
 - *Glancing over her shoulder mid-step*
 - *Staring out the car window, brows slightly furrowed*
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Avoid Words/Images Like:

- **"posing", "smiling at the camera", "portrait of", "facing viewer"**
 - Perfectly symmetrical framing
 - Lifeless clothing (like on mannequins)
 - Studio lighting or staged setups
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Add an Emotional Layer

Even simple actions become expressive when they carry **inner emotion**. We avoid exaggerated grimaces or fake commercial smiles — we use **subtle, truthful expressions**, like in strong street or fashion photography.

Emotions That Work:

Calm / Cold

expressionless, jaw slightly tense, sharp eyes, neutral lips

→ suits confident, fashion-forward looks

Focused / Self-assured

calm focus, soft smirk, relaxed face, present but unreadable

→ works for everyday or working scenes

Lightness / Inspiration

gentle smile while looking down, subtle contentment, light posture

→ fits quiet, inspiring moments

Laughter — only between people

two people laughing naturally while doing something together

→ allowed during interaction, but **not solo**

Good Examples:

- *A woman zipping her bag, eyes down, lips pressed, focused expression*
 - *A courier handing a package, face calm, eyes alert*
 - *Two teens laughing mid-step, one holding a delivery bag, turned toward each other*
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Avoid:

- *Smiling at the camera*
 - *Laughing alone with no reason*
 - *Overacting (shock, drama, exaggerated expressions)*
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Remember:

- ✓ Subtle emotion is better than exaggerated
- ✓ Laugh only if it's shared
- ✗ Don't use "portrait", "happy person", "smiling at viewer"

Clothing / Appearance

Clothing should not simply “be there” — it must **enhance the character**. A character is remembered through details, layers, accessories, and a sense of style. We don't show generic fashion or dull everyday looks — only **eclecticism, contrast, and personality**.

General Rules

- **Style:** local street fashion / urban eclectic
- **The look must be memorable** — through layering, color, texture, and detail

- **Always add accessories or a visual hook** — glasses, bags, hairstyle, nails, shoelaces
- **Cultural mix is encouraged** if relevant — especially in small touches

Keywords: *layered, textured, contrasting fabrics, bold accessories, mismatched, fashion-forward*

Women's Looks — Local Street Fashion

Goal: Convey personality through a **modern, eclectic look** with cultural accents.

Note: This is **street fashion**, not mass-market. Combinations should be bold but authentic. Accessories should be present, but not overdone.

What works:

- **Layers and textures:** mesh, leather, denim, knitwear, sheer fabrics
- **Modern hairstyles:** braids, buns, loose waves, flyaways
- **Hair accessories:** bright clips, metallic beads, scarves, wraps
- **Nails:** long, designed nails — a key visual element
- **Clothing:** a mix of athletic, ethnic, and casual wear
- **Shoes:** chunky sneakers, platforms, open sandals

Examples:

- *Wearing a cropped mesh top under a loose denim jacket, layered beaded necklaces, yellow acrylic nails with cartoon decals*
 - *Braided hair with colorful clips and silver beads, scarf tied as a headband, glossy lips and bold hoop earrings*
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Men's Looks — Local Street Fashion

Goal: Express confidence and style through a **culturally blended street look**.

Never overloaded — but there must be a statement. Accessories should be present, but minimal.

What works:

- **Cultural fusion:** traditional patterns in modern cuts, southern tunics with sneakers
- **Modern haircuts:** shaved sides, curls, color accents, neat braids
- **Headwear and scarves:** skullcaps, wraps, bucket hats, bandanas
- **Jewelry:** chains, earrings, rings, belt bags
- **Clothing:** open shirts, vintage tees, sporty pants with flair
- **Shoes:** sneakers, bulky trainers, sandals with socks

Example Phrases:

- *Wearing a patterned tunic over jogger pants, layered with a bomber, gold ring on one hand and beaded bracelet on the other*
- *Short fade haircut with dyed tips, wraparound shades, and a silk scarf tied around the neck*

Required Visual Accents

Include at least 1–2 from this list:

- Glasses: *narrow neon sunglasses, vintage aviators, colored lenses*
- Headwear: *bucket hats, durags, turbans, statement caps*
- Jewelry: *chunky rings, bracelets, neck chains, ear cuffs*
- Bags: *clear bags, fanny packs, quirky textiles*
- Hair: *braids, metal beads, messy curls, dyed streaks*
- Shoes: *chunky sneakers, platform sandals, lace-up boots with printed laces*

Cultural Mix — Encouraged

Mix regional elements with streetwear:

- *African wax print pants with oversized hoodie*
- *Silk kurta over track pants*
- *Embroidered skullcap with bomber jacket*

→ This adds depth and makes the character stand out.

Anti-reference — What to Avoid:

- *plain grey hoodie, basic jeans, solid office shirt*
- no accessories
- perfectly smooth and simple silhouettes

→ These looks **get lost**. The AI will render them dull.

Description Template Examples

Formula:*wearing [base] with [contrast layer], paired with [footwear/accessories]*

Female Example:*wearing a pleated cargo skirt with a cropped puffer vest and chunky silver sneakers, red nails with flame stickers*

Male Example:*in a vintage band tee, oversized checkered overshirt, camo pants, and yellow-tinted glasses*

Close-up? — Only Describe What's Visible

Do:

- *Hand with glossy orange nails and stacked rings on a metal door*
- *Matte lips and silver hoop under braids*
- *Fingers gripping a phone, nails painted like flames*

Don't:

- *Wearing a green maxi dress and bomber jacket...* (if not visible in the frame — skip it)

Location and Surroundings

Hyperlocal Urban Locations — How to Describe for Generation

Goal: Showcase country and culture through vibrant, real city context.

Locations must be **urban, realistic**, with **texture and personality**.

Avoid: parks, trees, greenery, "rural aesthetics."

Urban Streets (Exterior)

What works:

- *narrow city alleys, concrete courtyards, roadside kiosks, bus terminals, market crossings*
- *vendors, traffic, signs, exposed wires, billboards, graffiti*
- *dusty pavement, puddles, crumbling facades, taped posters, neon signs*

Examples:

- *on a cracked sidewalk in downtown Accra, with honking minibuses and street food smoke*
- *under faded billboards in central Medellín, next to a red tuk-tuk and stacked crates*
- *walking through a concrete alley in Cairo, graffiti walls and tangled wires overhead*
- *near a corner shop in Kinshasa, yellow kiosk with hand-painted ads, puddles on the street*

Avoid:

- trees, palms, grass
- green parks or rural scenery
- country roads or "nature scenes"

Interiors — Bright, Lived-In, Hopeful

What works:

- *small urban apartments with character: real, cozy, lived-in*
- *natural light, personal items, mix of old and new*
- *posters, books, rugs, blankets, cups, toys, textiles*

- *color in the details: pillows, covers, dishes*
- *a warm, homey, vibrant feel — not dark or lifeless*

Examples:

- *inside a sunlit living room with patterned couch covers, plants on the windowsill, and family photos on the wall*
- *in a small city kitchen with mismatched mugs, a kettle on the stove, and a striped tablecloth*
- *a teen's bedroom with colorful posters, a stack of books, and sneakers near the bed*
- *a home salon with crochet curtains, hand mirror on the table, and music playing from a speaker*

Avoid:

- dark, gloomy interiors
 - decayed walls, dampness, bleak mood
 - lifeless minimalism like hospitals
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Time and Atmosphere

Light and Color — How to Reinforce Atmosphere in Generation

Goal: Achieve **cinematic realism** — like a great film or strong street photography.

Light and color are part of the story — not just an effect.

Avoid: Instagram filters, neon gradients, unnatural stylization.

Effective Lighting Types

Natural light:

- *soft morning light, harsh midday sun, golden hour, diffused evening haze*
- *sunlight through windows, light bouncing off colored walls*

Artificial light:

- *harsh flash in dark street, single ceiling bulb, screen glow on face*
- *neon signs, car headlights, light from a store window*

Directional light:

- *side-lit by window, light falling from hallway, backlit by open door*

Interior Light Descriptions

The room should feel **alive and emotional**, not dark or sterile.

Examples:

- *warm natural light through lace curtains*
- *late afternoon sun casting long lines across a patterned rug*
- *dim bulb above a small table, creating soft shadows on the wall*
- *sunlight bouncing off a yellow tiled wall in the kitchen*
- *a single desk lamp illuminating the side of the face, rest in soft blur*

Regional Light & Palette

Tropical / Warm Cities:

- *bright sunlight, short shadows, dust in the air*
- *colorful clothes, painted signs, blue skies, red dirt*

Examples:

- *bathed in golden evening light in Accra, shadowed by overhanging signs*
- *harsh daylight bouncing off concrete in downtown Nairobi*

Northern / Overcast Regions:

- *soft diffused light, pastel tones, lots of greys and midtones*

Examples:

- *lit by a large window with sheer curtains in Vilnius*
- *under pale neon light reflected in wet pavement*

Urban Night:

- *flash-lit faces in the dark, glow from street food stalls, reflections in glass*
- *mix of deep shadows and harsh edge lights*

Examples:

- *shot with flash outside a night café, sign flickering behind*
- *face glowing from a phone screen, car headlights streaking behind*

How to Describe Light & Color in a Prompt:

1. Source of light:

- *lit from the side by window light*
- *shot with flash from the left*
- *backlit by car headlights*

2. Time and mood:

- *in soft golden hour light, just after sunset, under overcast skies*

3. Color environment:

- *with red plastic chairs and blue walls*
 - *surrounded by pastel apartment blocks*
 - *yellow tiles reflecting warm sunlight*
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Background Elements

Bring life to the scene:

- *blurred pedestrians, tangled wires, faded murals, stacked crates, motorbikes passing, plastic chairs, food carts, hanging laundry, Arabic neon signs, posters in Cyrillic or French, small dogs, open gates, shadows of bikes*
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Photography Style and Angles

Goal: Convey **context, energy, and moment** — not symmetry or perfection.
Should feel **real**, like a movie still shot on location.

Shot Sizes

Wide shot:

Shows the subject in their environment — helps set context.

Examples:

- *A young man stepping out of a white Yaris on a narrow street in Kampala, motorbikes passing behind him*
- *On a rooftop in Cairo, a courier adjusts his helmet with the skyline in the distance*

Medium shot:

Focus on the body, action, pose, or interaction.

Examples:

- *A courier handing over a package through a gate, hands meeting mid-frame*
- *Two teens laughing, holding drinks and bags, framed waist-up*

Close-up:

Details: hands, food, logos, screens, manicure, texture.

Examples:

- *Close-up of acrylic nails opening a food box, rings catching phone light*
- *Beaded bracelet resting on a handlebar, dust on fingers visible*

Extreme Close-Up:

Focus on a single detail: *zipper, reflection in glasses, fingertips on screen*

Over-the-shoulder:

Shows character's perspective.

Example:

- *Over-the-shoulder shot of a driver looking at the road, phone mount glowing softly*

Composition — Expressive, Not Perfect

What works:

- *cropped edges, negative space, foreground blur, off-center subjects*
- *spontaneous moments, movement blur, unbalanced compositions*

Example:

- *A woman walking away from the camera, half her body cropped, her yellow scarf swinging mid-step*

Angles — Add Energy

Dutch tilt (tilted horizon):

Adds drama and realism.

Example:

- *Shot at a Dutch angle from behind a vendor cart, the woman steps into a tuk tuk mid-motion*

Low angle:

Subject looks stronger or heroic.

Example:

- *Low angle of a man lifting a delivery bag into the trunk, sunlight flaring behind his head*

High angle:

Observation, vulnerability, or casual feel.

Example:

- *Top-down shot of a girl scrolling her phone, milkshake in hand, sneakers turned inward*

Side angle / diagonal frame:

Adds rhythm and movement.

Example:

- *Side angle of a cyclist riding past a mural, blurred background in motion*

Avoid:

- *centered, studio-like shots*
 - *symmetrical portraits without action*
 - *flat commercial-style lighting*
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Ride-hail / Taxi

- Always use a modern white economy car (e.g., Toyota Yaris, Kia Picanto), common for the region.
- Car should be clean, new, recognizable.
- Driver is always seated — car, tuk tuk, or bike. Don't describe them in detail.
- Use different shot types to reflect real ride situations.

Scenes:

- Wide: person walking to the car
 - Medium: person entering/exiting the car
 - Through the window: documentary feel
 - Close-up: stepping out, foot still in car
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Food Delivery

- Focus is on **delicious, juicy food**.
- Angles: people eating, food being served, or food on table — with or without people.
- Add visual flavor: **steam, sauces, gloss, cheese stretch**.

Scenes:

- Group eating — focus on food
- Solo with food — just before bite
- Close-up of food
- Food on table — setting adds story

Parcel Delivery

- Courier always wears **red top, black bottom** (optional red cap).
- Box must be **red kraft**, unbranded.
- Courier may be **walking, handing off, getting on bike, standing at door**.
- Frame types: wide street shot to close-up of box in hand.

Scenes:

- Courier knocking on door
- Handing over box to a person
- Mounting bike with box
- Close-up — hands and box