SCALES-V prompting framework for video generation:

## **The "SCALES-V" Prompt Framework for AI Video Generation**

**S - Subject (and its Actions/Changes)**

* **What is the main subject(s) in motion?** Be highly specific about its form and appearance.
* *Example:* "A majestic Bengal tiger," "a young woman with shoulder-length auburn hair," "a sleek futuristic car."
* **What is the subject doing or feeling, and how does this evolve over time?** (Specific actions, emotions, transformations)
* *Examples:* "stalking slowly through dense foliage, then breaking into a sprint," "entering a room cautiously, then looking around with curiosity, then smiling," "transforming from a robot into a vehicle."
* **Any specific details about the subject's appearance that change?** (Clothing animation, accessory movement, hair physics)
* *Examples:* "her trench coat flowing in the wind," "the smartwatch screen displaying dynamic data," "the tiger's fur rippling with muscle movement."

**C - Context/Setting (and its Dynamics)**

* **Where is the scene taking place, and does the environment change?** (Location, evolving environment, background elements)
* *Examples:* "in a sun-dappled forest clearing with leaves falling," "a rustic living room where the fireplace embers slowly fade," "a bustling cyberpunk metropolis evolving from day to night."
* **When is it taking place, and does time progress within the clip?** (Time of day shift, seasonal change, historical era)
* *Examples:* "transitioning from golden hour to twilight," "a time-lapse of a flower blooming," "a sequence spanning different moments in a futuristic setting."
* **Atmospheric conditions, and how do they shift?** (Weather changes, evolving mood of the environment)
* *Examples:* "mist rolling in and dissipating," "rain starting gently then becoming a downpour," "firelight flickering and casting dancing shadows."

**A - Aesthetic/Style (and its Animation)**

* **What is the overall artistic style or medium, and how does it animate?**
* *Examples:* "photorealistic live-action footage," "fluid 3D animation," "hand-drawn watercolor animation," "stop-motion," "pixel art animation."
* **Any specific art movements, artists, or animators to emulate?**
* *Examples:* "in the style of Studio Ghibli animation," "inspired by Wes Anderson's cinematic framing and pacing," "cyberpunk aesthetic with glitch effects."
* **Desired realism level for motion and visuals?**
* *Examples:* "hyper-realistic motion capture," "realistic but stylized movement," "cartoonish squash and stretch animation."
* **Overall mood or tone, and how it evolves?**
* *Examples:* "tranquil and cozy fading to dramatic," "ethereal with moments of tension," "vibrant and energetic throughout."

**L - Lighting/Color (and their Evolution)**

* **How is the scene lit, and how does the lighting change?** (Type of lighting, direction, intensity, light sources moving/changing)
* *Examples:* "dramatic side lighting transitioning to backlighting," "natural window lighting brightening then dimming," "neon lights pulsating rhythmically."
* **What is the dominant color palette, and does it shift?**
* *Examples:* "vibrant blues and pinks fading to muted greens," "monochromatic gradually introducing a splash of color," "earthy tones with a sudden burst of magical light."
* **Any specific color emphasis that changes or appears?**
* *Examples:* "accentuate the watch's metallic edges as it catches light," "red tones appearing and intensifying," "a sudden flash of blue light."

**E - Elements (Additional Details/Props, and Sound)**

* **Are there any other important objects or elements in the scene, and how do they move or interact?**
* *Examples:* "holographic projections of data charts animating," "pine trees swaying gently in the wind," "flying cars and delivery drones moving across the sky."
* **Specific textures or materials, and how do they look in motion?**
* *Examples:* "glossy surface reflecting moving lights," "rough wood splintering," "metallic sheen glinting as it moves."
* **Any specific text to include, and how does it appear/animate?**
* *Examples:* "A poster with the text 'Summerland' appearing dynamically," "subtitles appearing for dialogue."
* **Crucially, what are the *sound elements*?** (Music, ambient sound, sound effects, dialogue)
* *Examples:* "soft, melancholic piano music," "the distant chirping of crickets," "the whirring of drone engines," "a character saying 'Hello!'"

**S - Shot Composition/Technical Details (for Video)**

* **What is the camera angle or perspective, and does the camera move?** (Static shot, pan, tilt, zoom in/out, dolly in/out, tracking shot, crane shot, handheld, drone shot)
* *Examples:* "a slow zoom into a close-up portrait," "a steady tracking shot following the subject," "a sweeping drone shot revealing the landscape."
* **Framing of the subject and how it evolves within the frame?** (e.g., full body entering frame, headshot with subtle movement, subject moving across rule of thirds)
* *Examples:* "subject walking from left to right across the frame," "a stable headshot with slight facial expression changes."
* **Depth of field, and does it change?**
* *Examples:* "starts with sharp subject and blurred background, then background comes into focus," "consistent natural bokeh effect."
* **Resolution/Quality & Frame Rate:** (Essential for video)
* *Examples:* "4K resolution, cinematic quality, 24fps," "high-quality, smooth animation, 60fps."
* **Duration of the video clip:** (How long should it be?)
* *Examples:* "5-second clip," "15-second sequence."
* **Transitions (if multiple shots are implied):** (e.g., cut, dissolve, fade, wipe)
* *Examples:* "smooth dissolve to the next scene," "a quick cut to an action shot."
* **Specific camera/lens (if very technical):** (May influence visual style)
* *Examples:* "filmed with an anamorphic lens for cinematic flares."

Framework:

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* Any specific details about the subject's appearance that change?

**C - Context/Setting (and its Dynamics)**

* Where is the scene taking place, and does the environment change?
* When is it taking place, and does time progress within the clip?
* Atmospheric conditions, and how do they shift?

**A - Aesthetic/Style (and its Animation)**

* What is the overall artistic style or medium, and how does it animate?
* Any specific art movements, artists, or animators to emulate?
* Desired realism level for motion and visuals?
* Overall mood or tone, and how it evolves?

**L - Lighting/Color (and their Evolution)**

* How is the scene lit, and how does the lighting change?
* What is the dominant color palette, and does it shift?
* Any specific color emphasis that changes or appears?

**E - Elements (Additional Details/Props, and Sound)**

* Are there any other important objects or elements in the scene, and how do they move or interact?
* Specific textures or materials, and how do they look in motion?
* Any specific text to include, and how does it appear/animate?
* What are the sound elements?

**S - Shot Composition/Technical Details (for Video)**

* What is the camera angle or perspective, and does the camera move?
* Framing of the subject and how it evolves within the frame?
* Depth of field, and does it change?
* Resolution/Quality & Frame Rate:
* Duration of the video clip:
* Transitions (if multiple shots are implied):
* Specific camera/lens (if very technical):