

Flow提示词工程权威指南：理论与实践的完美融合

前言

本报告通过深入分析Flow TV真实提示词范例，结合Google官方理论指导，系统总结了Flow使用中的普遍规律和实用技巧。我们不仅提炼了理论框架，更揭示了实践中的关键模式，旨在为创作者提供一份真正实用、全面、具有指导意义的Flow使用指南。

第一部分：Flow提示词的基础架构

1. 提示词的核心结构

理论原则：提示词应包含主体、情境、动作、风格等核心元素。

实践发现：成功提示词通常采用以下结构：

[技术规格标记] + [镜头类型与参数] + [主体与动作描述] + [情境与环境] + [材质与质感] + [光影描述] + [风格标签]

实例分析：

A cinematic, hyper-realistic video shot on 35mm film. Wide angle establishing shot of a cluttered Hong Kong repair shop, packed with tools, fans, wires, and machine parts—everything suddenly begins a silent kinetic transformation.

这个提示词开始于技术规格标记（"cinematic, hyper-realistic video shot on 35mm film"），接着是镜头类型（"Wide angle establishing shot"），然后是主体与情境描述（"cluttered Hong Kong repair shop..."），最后是动作描述（"suddenly begins a silent kinetic transformation"）。

2. 开场标记的战略使用

理论原则：提示词应清晰描述期望的视频内容。

实践发现： 高效提示词几乎都以特定的技术规格或风格标记开场，这些标记起到"锚定"整体风格的作用：

- "A cinematic, hyper-realistic video shot on 35mm film"
- "An 8k high resolution shot"
- "High view. Wide angle. Static extreme high view wide long establishing Shot"

最佳实践： 1. 始终以技术规格或风格标记开场 2. 优先使用"cinematic"、"hyper-realistic"等高频标记 3. 可指定具体的拍摄媒介（如"35mm film"、"16mm film"）增强特定质感

3. 句式结构与信息组织

理论原则： Flow鼓励用户"像说话一样输入提示词"。

实践发现： 实际高效提示词采用特定的句式结构： - 使用短句和片段而非完整句子 - 关键元素之间用逗号分隔 - 重点信息前置，细节后置 - 避免使用复杂从句

最佳实践：

// 不推荐

A video that shows a beautiful mountain landscape at sunrise with fog covering the peaks and golden light filtering through the trees while birds fly in the distance.

// 推荐

Cinematic mountain landscape at sunrise, fog covering peaks, golden light filtering through trees, birds flying in distance. Shot on 35mm film. Natural lighting.

第二部分：提示词的表达技巧

1. 材质与质感描述的精确性

理论原则： 理论指导较少强调材质和质感描述。

实践发现： 成功提示词极其注重材质和质感的精确描述： - "textured concrete-like alloys—etched with vents, alien markings, and massive girders" - "fine white sand, shimmering turquoise water" - "a fine layer of cinematic grain, reminiscent 16mm film stock"

最佳实践： 1. 为关键视觉元素提供精确的材质描述 2. 使用触觉性形容词（如"smooth"、"rough"、"polished"） 3. 描述材质如何与光线互动（如"reflective"、"matte"、"translucent"）

2. 光影描述的层次化

理论原则：理论提到光照和色彩是营造氛围的关键。

实践发现：实际提示词中的光影描述极为丰富，通常包含四个层次：1. **光源：**自然光、人工光、混合光源 2. **光质：**柔和、强烈、散射、定向 3. **光色：**暖色调、冷色调、特定色彩 4. **光影互动：**反射、透射、散射、阴影

实例分析：

Soft, natural golden-hour tones with subtle reflections on the helmets. Dramatic rays of golden light filtering through leaves, illuminating the dust in the air and creating dappled patterns on the forest floor.

3. 对比元素的战略运用

理论原则：理论提到避免冲突性指导。

实践发现：成功提示词常通过有意识的对比创造视觉冲击：- **动与静：**"despite the surreal reconfiguration, the owner remains perfectly still" - **微观与宏观：**"tiny human figures in sleek space suits carving paths down the lunar slope" - **现实与超现实：**"a full-sized horse slowly enters the room, the woman continues sewing, unbothered"

最佳实践：1. 在提示词中有意识地创造对比元素 2. 确保对比元素服务于整体视觉效果，而非相互矛盾 3. 使用对比增强叙事张力和视觉冲击力

4. "无反应"元素的使用

理论原则：理论未提及角色对超现实元素的反应描述。

实践发现：成功提示词常包含场景中角色对超现实元素"无反应"的描述：- "the owner remains perfectly still in his chair at the center of the chaos, calmly flipping a newspaper as the shop morphs around him" - "The woman continues sewing, unbothered. The horse passes through the space gracefully, as if it belongs there." - "high angle, ultra wide angle view of an ostrich inside an elevator with people acting normal"

最佳实践：在包含超现实元素的场景中，明确描述角色的"无反应"状态，这种反差能创造强烈的超现实感和视觉张力。

第三部分：镜头语言与视觉控制

1. 镜头参数的具体化

理论原则：理论提到可以描述镜头类型和运动。

实践发现：实际提示词常包含极为具体的镜头参数： - "super35 format camera with a 24mm anamorphic lens" - "300mm" (镜头焦距) - "creates a soft yet expansive depth of field"

最佳实践： 1. 指定具体的相机格式（如"super35"） 2. 指定具体的镜头焦距和类型（如"24mm anamorphic"） 3. 描述期望的景深效果（如"shallow depth of field with soft bokeh"）

2. 镜头运动的精确控制

理论原则：理论列举了常见的镜头运动类型。

实践发现：成功提示词对镜头运动的描述极为精确，常包含： - 运动类型（如"dolly"、"pan"、"tilt"） - 运动方向（如"in"、"out"、"upward"） - 运动速度（如"slow"、"fast"、"gradual"） - 运动轨迹（如"orbits"、"spins"、"arcs"）

实例分析：

The camera is tilted and rotated 30 degrees and spins and orbits slow to infinity. Framing a Negative space unbalance composition where in the bottom left third of the framing, almost crossing it.

3. 构图的战略描述

理论原则：理论提到可以描述画面的取景方式。

实践发现：成功提示词对构图描述极为具体： - 构图规则（如"rule of thirds"、"negative space"） - 主体位置（如"centered"、"bottom left third"） - 构图平衡（如"balanced"、"unbalanced"） - 构图动态（如"dynamic"、"static"）

最佳实践：

Negative space unbalanced composition where the subject is placed in the bottom left third of the frame, leaving expansive empty space above, creating tension and visual interest.

第四部分：风格与氛围的塑造

1. 高频风格标签的战略使用

理论原则：理论提到风格可以是概括性描述或特定电影风格关键词。

实践发现：成功提示词中反复出现特定标签，且常位于提示词末尾： - "cinematic"（电影感） - "hyper-realistic"（超写实） - "documentary"（纪录片风格） - "surreal"（超现实）

最佳实践： 1. 在提示词开头和结尾都使用风格标签 2. 开头使用详细描述，结尾使用简短标签组合 3. 优先使用高频标签，增强AI识别度

2. 电影类型与视觉参考

理论原则：理论提到可以使用特定的电影风格关键词。

实践发现：成功提示词常引用特定电影类型或视觉风格： - "film noir"（黑色电影） - "sci-fi film"（科幻电影） - "Pixar-level animation"（皮克斯风格动画）

最佳实践： 引用特定电影类型或视觉风格时，同时描述该风格的关键视觉特征：

Film noir style with high contrast lighting, deep shadows, dramatic silhouettes, and desaturated color palette dominated by blacks and grays.

3. 情感氛围的精确塑造

理论原则：理论提到可以描述氛围。

实践发现：成功提示词不仅描述视觉，还精确塑造情感氛围： - "The atmosphere is both peaceful and otherworldly" - "Wonder, connection, quiet awe" - "The image blends vastness and intimacy, playfulness and isolation"

最佳实践： 在提示词中明确描述期望的情感氛围，使用情感形容词和氛围词：

The scene evokes a sense of melancholic nostalgia, blending comfort and longing, with a quiet introspective mood that invites contemplation.

第五部分：特殊技巧与高级应用

1. 时间操控技巧

理论原则：理论提到可以描述慢动作等效果。

实践发现：成功提示词善于操控时间流动： - "An animated time-lapse of growing agar art" - "High-speed photography captures precision strike completed in 0.05 seconds" - "The transformation is shown in slow motion with particles and energy effects"

最佳实践： 1. 明确指定时间操控类型（如"time-lapse"、"slow motion"、"high-speed"） 2. 描述时间操控的视觉效果（如"blurred motion"、"frozen moment"） 3. 结合情感或叙事目的（如"creating tension"、"emphasizing power"）

2. "如同"比喻的运用

理论原则：理论未特别强调比喻的使用。

实践发现：成功提示词常使用"如同"(as if, like)比喻增强描述力： - "as if the airplane were part of the ecosystem itself" - "like a soft green tide flowing over the bark" - "as if they were resting on a quiet dock rather than soaring miles above the Earth"

最佳实践： 使用"as if"或"like"引入比喻，增强描述的生动性和具体性：

The light filters through the leaves like liquid gold, pooling **on** the forest **floor**. The **camera** moves smoothly, as **if** floating **on** gentle currents of air.

3. 末尾简短总结

理论原则：理论未提及提示词的总结性结尾。

实践发现：许多成功提示词在末尾添加简短总结，点明核心氛围： - "There is no climax, no explanation—only the poetic absurdity of the moment. A dream unfolding in stillness." - "The composition blends leisure and insignificance, evoking awe through scale, silence, and stark design."

最佳实践： 在提示词末尾添加一句简短的总结性描述，提炼场景的核心情感或氛围：

Documentary. Natural soft light. 300mm. A quiet moment suspended between reality and dream.

第六部分：实用提示词模板与案例

1. 全能型提示词模板

[技术规格] + [镜头类型与参数]

[主体描述] + [动作描述] + [情境描述]

[材质与质感细节] + [光影描述]

[特殊视觉效果/时间操控描述]

[情感氛围/对比元素描述]

[风格标签组合] + [简短总结句]

2. 场景类型专用模板

自然景观类

A cinematic, hyper-realistic [landscape type] captured at [time of day]. [Weather condition] creates [visual effect]. [Light description] illuminates [specific elements], creating [mood/atmosphere]. The camera [movement type] to reveal [wider scene or detail]. [Film type] with [color grading description].

示例：

A cinematic, hyper-realistic mountain **range** captured at dawn. Morning mist clings to the peaks, creating ethereal layers of depth. Golden sunlight breaks through clouds, illuminating rocky outcrops, creating a sense of ancient majesty. The **camera** slowly rises to reveal an endless expanse of wilderness stretching to the horizon. 35mm film with rich, slightly desaturated **color** grading.

人物场景类

[Shot type] of [character description] [action] **in**/at [location]. [Character's appearance details] with [emotional state] expression. [Environmental details] surround them. [Lighting description] creates [mood]. Camera [movement] to [purpose]. [Style tags].

示例：

Medium close-up of a weathered fisherman mending nets on a wooden dock at dusk. His salt-crusted beard and sun-leathered skin tell stories of decades at sea, with a contemplative, distant expression. Worn fishing equipment and coiled ropes surround him. Low golden light creates long shadows and highlights the texture of his face. Camera slowly pulls out to reveal the vastness of the ocean behind him. Documentary. Natural lighting. Cinematic realism.

超现实场景类

[Shot type] of [normal setting] where [surreal element] appears/occurs. [Normal elements description] contrasted with [surreal element details]. [Characters] react by [reaction or non-reaction]. [Lighting and atmosphere] enhances the [mood]. [Style tags].

示例：

Wide angle establishing shot of a modest 1960s living room where a full-sized elephant slowly walks through. Vintage furniture, family photos, and a softly playing radio contrast with the massive grey animal moving with surprising grace between coffee table and sofa. The elderly couple continues reading their newspapers, completely unbothered. Warm afternoon light filtering through lace curtains enhances the dreamlike quality. Documentary. Magical realism. Natural lighting with nostalgic color grading.

第七部分：Flow平台特定功能的提示词策略

1. 元素转视频 (Ingredients to Video)

理论原则：提示词应明确引用所提供的"元素"。

最佳实践： 1. 确保提示词直接描述上传的元素 2. 描述元素之间的互动方式 3. 保持元素描述与提示词风格一致

示例：

// 上传了机器人酒保图像作为元素

A futuristic bar scene **where** the robot bartender [元素1] serves glowing blue cocktails to patrons. The robot's chrome arms **move** with precise, fluid motions as it mixes drinks with theatrical flair. Neon lights reflect off its metallic surface. Cinematic sci-fi atmosphere with cool **color** palette.

2. 帧转视频 (Frames to Video)

理论原则：提示词需要与提供的起始帧或结束帧的内容相协调。

最佳实践： 1. 详细描述起始帧中的视觉元素 2. 明确指出期望的动作或转变 3. 保持风格与帧的视觉风格一致

示例：

// 上传了一个人站在悬崖边的起始帧

The solitary figure stands at the cliff edge, their coat billowing in the strong wind. As the camera slowly circles around, revealing their contemplative expression, clouds drift dramatically across the vast landscape below. The lighting transitions from harsh daylight to soft golden hour. Cinematic drama. Natural lighting with emotional color grading.

3. 场景扩展 (Extend)

理论原则：提示词应描述希望如何延续当前的动作或场景。

最佳实践： 1. 参考前一片段的最后状态 2. 描述自然的动作延续 3. 保持视觉风格和节奏一致性

示例：

// 前一片段：角色走向门口

The character reaches the door, hesitates momentarily, then slowly turns the handle. As the door swings open, a flood of warm golden light spills into the dark hallway, illuminating their surprised expression. The camera follows them as they cautiously step through the threshold into the unexpected scene beyond.

第八部分：提示词优化与迭代策略

1. 识别与修复常见问题

问题	症状	解决方案
风格不明确	生成结果风格不一致或不符合预期	在开头和结尾添加明确的风格标签
主体不突出	主体模糊或被环境喧宾夺主	使用更具体的主体描述，调整构图描述
动作不自然	动作僵硬或不连贯	使用更流畅的动作描述，添加动作细节
光影不理想	光影平淡或不符合氛围	添加多层次光影描述，指定光源和互动
镜头语言混乱	镜头运动或构图混乱	简化镜头描述，一次只指定一种运动

2. 迭代优化流程

1. **基础版提示词**：创建包含核心元素的简洁提示词
2. **评估生成结果**：识别需要改进的方面
3. **有针对性地增强**：添加特定描述解决问题
4. **精简冗余内容**：移除不必要或重复的描述
5. **添加风格锚定**：在结尾添加简洁风格标签组合

示例迭代过程：

基础版：

A mountain landscape at sunrise with fog.

第一次迭代（添加细节）：

A cinematic mountain landscape at sunrise. Morning fog covers the valleys **while** peaks emerge above the mist. Golden light illuminates the scene.

第二次迭代（增强材质和光影）：

A cinematic mountain landscape at sunrise. Dense morning fog fills the valleys like a white ocean, **while** rugged rocky peaks emerge above the mist. Golden sunlight breaks through clouds, casting long shadows and illuminating the dew-covered vegetation with a warm glow.

最终版（添加镜头、情感和风格标签）：

A cinematic, hyper-realistic mountain landscape at sunrise, shot with a wide **angle** lens. Dense morning **fog** fills the valleys like a white ocean, **while** rugged rocky peaks emerge above the mist. Golden sunlight breaks through clouds, casting long shadows and illuminating the dew-covered vegetation with a warm glow. The **camera** slowly rises, revealing the vast **scale** of the landscape. The scene evokes a sense of serene majesty and timeless beauty. Documentary. Natural lighting. 35mm film aesthetic.

结论

通过系统分析Flow TV真实提示词范例并结合理论指导，我们发现成功的Flow提示词遵循特定的结构和表达模式。最有效的提示词不仅包含基本元素（主体、情境、动作、风格），还特别注重材质与质感描述、光影的层次化表达、对比元素的战略运用、镜头参数的具体化以及情感氛围的精确塑造。

通过应用本报告中总结的普遍规律和实用技巧，创作者可以显著提升Flow生成内容的质量和
相关性，创作出更具电影感、视觉冲击力和叙事深度的AI视频内容。