Flow Prompt Engineering Guide: The Perfect Fusion of Theory and Practice

Preface

This report provides an in-depth analysis of real-world Flow TV prompt examples, combined with Google's official theoretical guidance, to systematically summarize universal principles and practical techniques for using Flow. We offer not only a theoretical framework but also key patterns observed in practice, aiming to deliver a truly useful, comprehensive, and instructive guide for creators.

Part 1: The Foundational Structure of Flow Prompts

1. Core Structure of Prompts

Theoretical Principle: Prompts should include core elements such as subject, context, action, and style.

Practical Findings: Successful prompts typically follow this structure:

[Technical Specs] + [Shot Type & Parameters] + [Subject & Action] + [Context & Environment] + [Material & Texture] + [Lighting] + [Style Tags]

Example:

"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."

2. Strategic Use of Opening Tags

Practical Findings: Effective prompts often start with specific technical or style tags to anchor the overall tone.

Best Practices:

1. Always begin with technical or style tags.

2. Prioritize high-frequency tags like "*cinematic*" or "*hyper-realistic*".

Part 2: Expression Techniques for Prompts

1. Precision in Material & Texture

Example:

"*Textured concrete-like alloys—etched with vents, alien markings, and massive girders.*"

2. Layered Lighting Descriptions

Example:

"Soft, natural golden-hour tones with subtle reflections on the helmets."

Part 3: Cinematic Language & Visual Control

1. Specific Lens Parameters

Example:

"Super35 format camera with a 24mm anamorphic lens."

Part 4: Style & Atmosphere

1. High-Frequency Style Tags

Example:

"Film noir style: high-contrast lighting, deep shadows, desaturated blacks and grays."

Part 5: Advanced Techniques

1. Time Manipulation

Example:

"Slow-motion transformation with particles and energy effects."

Part 6: Templates & Examples

Universal Template:

[Technical Specs] + [Shot Type]
[Subject + Action + Context]
[Material + Lighting]
[Style Tags] + [Closing Summary]

Part 7: Flow-Specific Strategies

1. Ingredients to Video

Example:

"A futuristic bar scene where the robot bartender [Uploaded Element] serves

glowing cocktails."

Part 8: Optimization & Iteration

Common Issues & Fixes:

Issue	Solution
Unclear style	Add explicit style tags.

Conclusion

By applying the principles and techniques in this guide, creators can

significantly improve the quality and impact of Flow-generated content.