

Creative & Art Direction Prompts

PerfectPrompts.ai

Premium prompt templates for designers, artists, creators, and creative professionals. These prompts help you brainstorm ideas, generate images, develop brands, and create compelling creative work.

1. AI Image Generation Prompt Builder

Purpose: Create detailed, effective prompts for Midjourney, DALL-E, and Stable Diffusion.

You are an expert AI image prompt engineer who has created thousands of stunning images.

I want to create an image of:

****Subject:**** [WHAT YOU WANT TO SEE]

****Style:****

[PHOTOREALISTIC/ILLUSTRATION/3D/ANIME/PAINTING]

****Mood:**** [EMOTIONAL TONE]

****Purpose:**** [WHERE THIS WILL BE USED]

****AI Model:**** [MIDJOURNEY/DALL-E/STABLE
DIFFUSION/IDEOGRAM]

Generate:

****1. PRIMARY PROMPT****

[FULL OPTIMIZED PROMPT]

Breakdown:

- Subject description
- Style keywords
- Lighting
- Camera/perspective
- Color palette
- Mood modifiers
- Technical parameters

****2. VARIATIONS****

- More dramatic version
- More subtle version
- Different style version

****3. NEGATIVE PROMPT**** (what to exclude)

****4. PARAMETERS****

For Midjourney: aspect ratio, stylize, chaos, version

For DALL-E: size, quality, style

****5. ITERATION TIPS****

If result isn't right, try [ADJUSTMENTS]

****6. FORMULA TEMPLATE****

For future similar images

Tips for Use: Be specific about the AI model you're using.

Expected Output: Multiple optimized prompts with variations and parameters.

2. Brand Name Generator

Purpose: Generate creative, memorable brand names.

You are a naming consultant who has created names for Fortune 500 companies.

Generate names for:

****Business type:**** [WHAT YOU DO]
****Industry:**** [SECTOR]
****Target audience:**** [WHO]
****Brand personality:**** [3-5 ADJECTIVES]
****Competitors:**** [NAMES TO DIFFERENTIATE FROM]

****Preferences:****
– Style: [INVENTED/REAL WORD/COMPOUND/ABSTRACT]
– Length: [SHORT/MEDIUM/FLEXIBLE]
– Must avoid: [ANY RESTRICTIONS]

Generate:

****1. INVENTED WORDS**** (5-10 options)
| Name | Pronunciation | Rationale | Domain Likelihood
|
|-----|-----|-----|-----
|

****2. REAL WORDS**** (5-10 options)

****3. COMPOUND WORDS**** (5-10 options)

****4. ABSTRACT/EVOCATIVE**** (5-10 options)

****5. TOP 3 RECOMMENDATIONS****

For each:

- Why it's best
- Pronunciation guide
- Tagline pairing
- Visual potential
- Domain options

- Trademark risk
- International considerations

****6. TESTING CRITERIA****

Checklist before finalizing

Tips for Use: Include competitor names for differentiation.

Expected Output: Comprehensive naming options with analysis.

3. Creative Brainstorm Facilitator

Purpose: Generate creative ideas using proven frameworks.

You are a creative director at a top agency who facilitates breakthrough brainstorm.

Brainstorm for:

****Challenge:**** [WHAT YOU'RE SOLVING]
****Context:**** [BACKGROUND]
****Target audience:**** [WHO]
****Brand/product:**** [WHAT YOU'RE PROMOTING]
****Constraints:**** [LIMITATIONS]
****Current approach:**** [WHAT'S BEEN DONE]

Generate ideas using:

****1. WHAT IF? QUESTIONS****

Push boundaries by asking opposites, extremes, removals

****2. RANDOM CONNECTION****

Connect to unexpected domains

****3. SCAMPER METHOD****

Method	Application	Idea
Substitute		
Combine		
Adapt		
Modify		
Put to other use		
Eliminate		
Reverse		

****4. SIX THINKING HATS****

Ideas from each perspective

****5. CONSTRAINT REMOVAL****

If you had unlimited budget/time/access

****6. IDEA MASHUPS****

Combine ideas from above

****7. TOP 10 RANKED****

Rank	Idea	Impact	Feasibility	Originality
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****8. TOP IDEA DEVELOPED****

Full concept with execution plan

Tips for Use: Describe your challenge as specifically as possible.

Expected Output: Dozens of ideas with top ones developed.

4. Logo Design Brief Creator

Purpose: Create comprehensive briefs for logo design projects.

You are a creative director who has briefed hundreds of successful logo projects.

Create brief for:

****Company:**** [NAME]
****Industry:**** [SECTOR]
****What you do:**** [DESCRIPTION]
****Brand personality:**** [ADJECTIVES]
****Target audience:**** [WHO]

****Preferences:****
– Style: [MODERN/CLASSIC/PLAYFUL/etc.]
– Type:
[WORDMARK/LETTERMARK/SYMBOL/COMBINATION/EMBLEM]
– Must include: [REQUIRED ELEMENTS]
– Must avoid: [ELEMENTS TO AVOID]
– Colors: [PREFERENCES]
– Competitors: [LOGOS TO DIFFERENTIATE FROM]

Create:

****1. COMPANY OVERVIEW****
– Name, tagline, mission, values

****2. TARGET AUDIENCE****
Demographics, psychographics, values

****3. BRAND PERSONALITY****
If brand were a person, attributes scale

****4. COMPETITIVE LANDSCAPE****
Competitor	Their Style	Differentiation

****5. LOGO REQUIREMENTS****
Type, usage contexts, technical specs

****6. COLOR DIRECTION****

Psychology considerations

****7. INSPIRATION****

What you like and don't like

****8. EVALUATION CRITERIA****

How the logo will be judged

****9. TIMELINE & BUDGET****

Tips for Use: Include as many competitor logos as possible.

Expected Output: Complete brief ready for designer handoff.

5. Color Palette Generator

Purpose: Create cohesive color palettes for brands and projects.

You are a color theory expert and brand designer.

Create palette for:

****Project:**** [WHAT THIS IS FOR]

****Brand personality:**** [ADJECTIVES]

****Industry:**** [SECTOR]

****Mood to evoke:**** [FEELINGS]

****Usage:**** [DIGITAL/PRINT/BOTH]

****Preferences:****

– Starting color: [IF ANY]

– Colors to avoid: [ANY]

– Competitor colors: [TO DIFFERENTIATE]

Generate:

****1. PRIMARY PALETTE****

Role	Name	Hex	RGB	Usage
Primary				
Secondary				
Accent				

****2. NEUTRAL PALETTE****

Dark, medium, light, white

****3. EXTENDED PALETTE****

For charts, illustrations, variety

****4. COLOR PSYCHOLOGY****

Color	Emotions	Why It Works

****5. ACCESSIBILITY CHECK****

Combination	Contrast	WCAG	Use Case

****6. APPLICATION EXAMPLES****

Website, social, print applications

****7. COLOR COMBINATIONS****

Recommended pairings and avoid

****8. DARK MODE ADAPTATION****

****9. CSS VARIABLES****

Tips for Use: Mention your industry for appropriate associations.

Expected Output: Complete color system with usage guidelines.

6. UX Copy & Microcopy Writer

Purpose: Create user-friendly interface copy.

You are a UX writer who has worked on products used by millions.

Write UX copy for:

****Product:**** [APP/WEBSITE/FEATURE]
****Copy needed:**** [ONBOARDING/ERRORS/EMPTY STATES/BUTTONS/etc.]
****Brand voice:****
[FRIENDLY/PROFESSIONAL/PLAYFUL/MINIMAL]
****Target user:**** [WHO]

Create:

****1. BUTTON LABELS****

Action	Generic	Better	Your Brand
-----	-----	-----	-----

****2. ERROR MESSAGES****

Error	Generic	Your Version	Help Text
-----	-----	-----	-----

****3. EMPTY STATES****

For each empty state: headline, body, CTA

****4. ONBOARDING COPY****

Welcome, steps, completion

****5. FORM LABELS & PLACEHOLDERS****

Field	Label	Placeholder	Help
-----	-----	-----	-----

****6. CONFIRMATION DIALOGS****

Delete, unsaved changes, etc.

****7. SUCCESS MESSAGES****

Action	Message	Duration
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|-----|-----|-----|

****8. LOADING STATES****

****9. TOOLTIPS****

****10. 404 PAGE****

****11. VOICE & TONE GUIDELINES****

Tips for Use: Describe your product's personality clearly.

Expected Output: Complete UX copy system.

7. Story & Character Developer

Purpose: Create compelling characters and narratives.

You are a screenwriter and novelist who creates memorable characters.

Develop for:

****Medium:**** [NOVEL/SCREENPLAY/GAME/COMIC/BRAND]

****Genre:**** [GENRE]

****Target audience:**** [WHO]

****Theme:**** [CENTRAL MESSAGE]

****Tone:**** [SERIOUS/LIGHT/DARK/COMEDIC]

****Starting point:**** [EXISTING IDEAS]

Create:

****1. MAIN CHARACTER****

- Basics: name, age, occupation
- Physical: appearance, style, mannerisms
- Psychology: desire, fear, misbelief, strengths, flaws
- Background: childhood, defining moment, secret
- Voice: speaking style, catchphrases, sample dialogue
- Arc: start, catalyst, struggle, transformation

****2. STORY STRUCTURE****

- Premise (one sentence)
- Logline (2-3 sentences)
- Theme
- Three-act structure breakdown

****3. KEY SCENES****

For each: purpose, characters, location, action, emotion

****4. WORLD-BUILDING****

Setting, society, rules, atmosphere

****5. CONFLICT STRUCTURE****

External, internal, philosophical

****6. ANTAGONIST****

Goal, justification, method, relationship to protagonist

****7. SUBPLOTS****

****8. DIALOGUE SAMPLES****

Tips for Use: Include your medium - conventions vary.

Expected Output: Complete character and story development.

8. Design Critique Framework

Purpose: Provide constructive, actionable feedback on creative work.

You are a design director who gives feedback that helps designers grow.

Critique this design:

****Type:**** [LOGO/WEBSITE/APP/POSTER/etc.]
****Description:**** [DESCRIBE IN DETAIL]
****Purpose:**** [WHAT IT'S FOR]
****Target audience:**** [WHO]
****Brand context:**** [RELEVANT INFO]
****Specific questions:**** [WHAT YOU WANT FEEDBACK ON]

Provide:

****1. FIRST IMPRESSION****

Gut reaction, emotional impact, focal point

****2. STRENGTHS****

Element	Why It Works	Impact
-----	-----	-----

****3. AREAS FOR IMPROVEMENT****

Element	Issue	Suggestion	Priority
-----	-----	-----	-----

****4. DESIGN PRINCIPLES ANALYSIS****

Principle	Assessment	Recommendation
-----	-----	-----
Hierarchy		
Balance		
Contrast		
Repetition		
Alignment		
Proximity		
White space		

****5. COLOR, TYPOGRAPHY, LAYOUT ANALYSIS****

****6. AUDIENCE FIT****

****7. ITERATION SUGGESTIONS****

Quick fixes, medium revisions, major rethinks

****8. OVERALL SCORE**** (1–10 on multiple criteria)

****9. NEXT STEPS****

Tips for Use: Describe the design as specifically as possible.

Expected Output: Comprehensive critique with actionable improvements.

9. Tagline & Slogan Generator

Purpose: Create memorable taglines and slogans.

You are a copywriter who has created taglines for global brands.

Create taglines for:

****Brand/Product:**** [NAME]
****What it does:**** [DESCRIPTION]
****Target audience:**** [WHO]
****Key benefit:**** [MAIN VALUE]
****Brand personality:**** [ADJECTIVES]
****Competitor taglines:**** [FOR DIFFERENTIATION]
****Usage:**** [BRAND TAGLINE/CAMPAIGN SLOGAN]

Generate:

****1. BENEFIT-FOCUSED**** (5-10)
Tagline	Benefit	Why It Works

****2. EMOTIONAL**** (5-10)

****3. ACTION-ORIENTED**** (5-10)

****4. CLEVER/WORDPLAY**** (5-10)

****5. MINIMALIST**** (5-10)

****6. QUESTION**** (5-10)

****7. TOP 3 RECOMMENDATIONS****

For each:

- Why it's best
- Versatility
- Longevity
- Risk

****8. TESTING CRITERIA****

Checklist before finalizing

****9. APPLICATION EXAMPLES****

How taglines work in context

Tips for Use: Include competitor taglines for differentiation.

Expected Output: Multiple tagline options with analysis.

10. Creative Brief Writer

Purpose: Create comprehensive creative briefs.

You are a strategy director who writes briefs that inspire breakthrough work.

Write brief for:

****Project:**** [CAMPAIGN/AD/VIDEO/WEBSITE]

****Brand:**** [NAME]

****Objective:**** [SUCCESS LOOKS LIKE]

****Budget:**** [RANGE]

****Timeline:**** [KEY DATES]

****Background:**** [WHY THIS PROJECT]

****Challenge:**** [PROBLEM TO SOLVE]

****Current vs desired perception:**** [SHIFT NEEDED]

Create:

****1. BACKGROUND**** (2–3 paragraphs)

****2. OBJECTIVE****

Business, communication, key metric

****3. TARGET AUDIENCE****

Demographics, psychographics, insight, tension

****4. THE CHALLENGE**** (one sentence)

****5. SINGLE-MINDED PROPOSITION****

****6. SUPPORT POINTS****

****7. TONE OF VOICE****

Should feel / should NOT feel

****8. MANDATORIES****

Must include / must avoid

****9. DELIVERABLES****

Item	Specs	Quantity	Due
-----	-----	-----	-----

****10. TIMELINE****

Milestone	Date
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****11. STAKEHOLDERS****

****12. INSPIRATION****

****13. SUCCESS CRITERIA****

Tips for Use: Include as much background context as possible.

Expected Output: Complete creative brief ready for kickoff.

11. Social Media Visual Concepts

Purpose: Create concepts for visual social media content.

Generate ideas for Instagram carousels, TikTok videos, story series, and visual posts with art direction guidance.

For each concept provide:

- Visual hook
- Slide/scene breakdown
- Copy
- Art direction notes
- Hashtag strategy

12. Product Photography Shot List

Purpose: Plan comprehensive product photography shoots.

Create shot lists, styling guides, lighting recommendations, and angle specifications for product photography.

13. Video Script Writer

Purpose: Write scripts for various video formats.

Create scripts for explainer videos, brand films, social content, and ads with visual direction, timing, and B-roll suggestions.

14. Packaging Design Brief

Purpose: Create briefs for packaging design projects.

Define packaging requirements, shelf presence goals, unboxing experience, and sustainability considerations.

15. Illustration Style Guide

Purpose: Define illustration styles for brands.

Create guidelines for illustration style, character design, color usage, and application examples across touchpoints.

16. Event/Experience Design

Purpose: Plan creative event experiences.

Design immersive experiences, installations, and events with spatial, sensory, and interactive elements.

17. Mood Board Creator

Purpose: Create comprehensive mood boards.

Curate visual references, textures, colors, and inspirations with rationale for each element and overall direction.

18. Animation Concept Developer

Purpose: Plan animated content projects.

Create storyboards, character designs, motion style guides, and timing specifications for animation.

19. Print Design Specifications

Purpose: Create specifications for print projects.

Define paper stocks, finishes, binding methods, and print specifications for various materials.

20. Brand Photography Guidelines

Purpose: Create brand photography style guides.

Define photography style, subject treatment, editing guidelines, and do's/don'ts for brand imagery.

Replace bracketed placeholders with your actual information for best results.

Pro tip: Use the Creative Brainstorm Facilitator before diving into specific executional prompts.