

AI

AI PROMPTING BASICS GUIDE

Essential techniques, structures, and examples to help you write powerful prompts and get better results from any AI tool.

YOUR QUICK REFERENCE CHEAT SHEET

VOL. 1



THE GOAL

Write complete, detailed prompts that help AI understand your vision and deliver professional, high-quality results.

THE ART FORM AI PROMPT FORMULA



The more detail you provide in each section, the better the result.

WEAK PROMPT EXAMPLE

man standing in the rain



STRONG PROMPT EXAMPLE

Black businessman standing in heavy rain, looking toward the city skyline, downtown rooftop at night, Canon C70, 85mm lens, medium close-up, cinematic blue rim lighting, rain reflections, atmospheric fog, luxury commercial photography, ultra realistic, 8K, shallow depth of field, avoid CGI, avoid cartoon style, avoid distorted hands, avoid extra limbs.



1 PROMPT STRUCTURE OVERVIEW

A strong prompt has 8 key building blocks.

- SUBJECT** Who or what is the main subject?
- ACTION** What is the subject doing?
- ENVIRONMENT** Where is the scene taking place?
- CAMERA** How is the scene being captured?
- LIGHTING** What is the lighting setup or mood?
- STYLE** What is the overall style or look?
- QUALITY** What is the output quality?
- NEGATIVE PROMPTS** What should be avoided?

2 SUBJECT & ACTION

SUBJECT – Who or what?

- businessman
- lion
- sports car
- watch
- rose
- model



ACTION – What are they doing?

- walking
- running
- driving
- reaching
- standing
- looking away
- holding
- jumping

TIP: Be specific. The more detail, the better the result.

3 ENVIRONMENT & COMPOSITION

ENVIRONMENT – Where?

- rooftop
- city skyline
- forest
- office
- mountains
- beach
- desert
- studio
- countryside
- inside a car



COMPOSITION – How is the scene framed?

- wide shot
- medium shot
- close-up
- low angle
- high angle
- rule of thirds



TIP: Include location details and composition to guide the AI's framing.

4 CAMERA & LENS

This is where most AI users fail. Be specific with camera and lens choices.

CAMERA EXAMPLES

- Canon C70
- Sony FX3
- RED Komodo
- Fujifilm X-H2S
- Nikon Z9
- Blackmagic 6K
- iPhone 15 Pro
- Drone Shot



LENS & SHOT EXAMPLES

- 16mm – Ultra Wide
- 24mm – Wide
- 35mm – Environmental
- 50mm – Natural Perspective
- 85mm – Portrait
- 135mm – Telephoto
- Macro – Close Detail
- Aerial / Drone Shot

TIP: Camera and lens details dramatically improve realism and composition.

5 LIGHTING & MOOD

Lighting sets the mood and defines the scene.

- Golden Hour**
Warm, soft, cinematic
- Blue Hour**
Cool, moody, dramatic
- Studio Lighting**
Controlled, clean, professional
- Neon Lighting**
Vibrant, colorful, futuristic
- Soft Diffused Lighting**
Even, flattering, natural
- Dramatic Rim Lighting**
High contrast, cinematic edge



TIP: Mention time of day, light direction, and mood for best results.

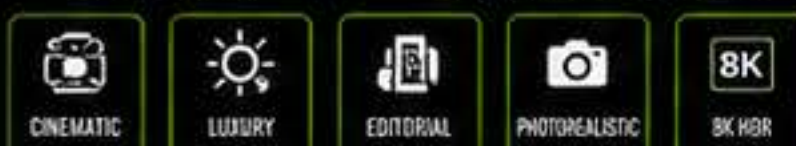
6 STYLE & QUALITY

STYLE – How should it feel?

- Cinematic
- Luxury Commercial
- Editorial
- Documentary
- Fashion
- Street Photography
- Fine Art
- Concept Art

QUALITY – Output quality?

- Ultra Realistic
- Photorealistic
- High Detail
- 8K
- HDR
- Raw / Unedited Look



TIP: Combine style + quality for maximum impact.

7 NEGATIVE PROMPTS

Tell the AI what NOT to include. This removes unwanted elements and improves accuracy.

- ⊗ avoid CGI
- ⊗ avoid cartoon style
- ⊗ avoid extra fingers
- ⊗ avoid distorted hands
- ⊗ avoid watermark
- ⊗ avoid text or letters
- ⊗ avoid blurry image
- ⊗ avoid over saturated colors
- ⊗ avoid extra limbs
- ⊗ avoid bad anatomy



TIP: Negative prompts are just as important as the positive ones.

8 PRO TIPS

- BE SPECIFIC**
Detailed prompts get detailed results.
- USE CAMERA TERMS**
Help the AI understand perspective and realism.
- USE LIGHTING TERMS**
Lighting defines mood and professionalism.
- USE STYLE REFERENCES**
Guide the look, feel, and emotion.
- ADD NEGATIVE PROMPTS**
Remove unwanted elements and errors.
- ITERATE & REFINE**
Test, adjust, and improve your prompts.

TIP: Great prompts are built, tested, and refined over time.

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