MASTERING AI PROMPT ENGINEERING

A Professional Guide to Generating World-Class Images and Videos for Digital Brands.

THE CORE PHILOSOPHY

PROMPT = MINI-BRIEF

Treat the AI as your most talented (but literal) creative intern. Provide clear context and expectations.

THE GOLDEN RULE

Clarity over complexity. If a human director wouldn't understand your request, the AI won't either.

STRUCTURE IS KING

Use a consistent framework to get predictable, high-quality results every single time.

THE ANATOMY OF A PROMPT

SUBJECT
The core focus of your visual asset.

ACTION
What the subject is doing or its movement.

ENVIRONMENT
The setting, location, or background.

LIGHTING
Mood, color temperature, and source.

STYLE
Artistic medium or cinematic vibe.

PARAMETERS
Technical settings like --ar or --v.

IMAGE MASTERY
V6.1

--ar [X:Y]
Define your canvas. Use **16:9** for cinematic shots or **9:16** for social media content.

--v 6.1
The gold standard for realism. Always ensure you are using the latest model for peak texture and lighting.

--stylize [0-1000]
Balance AI "art" vs. your "vision". Lower values (50-150) favor photographic realism over artistic flair.

--no
Negative prompting. Use this to remove unwanted elements like **text, blurry, or distorted** features.

VIDEO CINEMATOGRAPHY

CAMERA MOVEMENT

Explicitly define cinematic motions: Pan, Tilt, Zoom, or Tracking. Use directional verbs to guide the AI's virtual lens.

TEMPORAL DETAIL

Describe how the scene evolves over time. Mention lighting shifts, subject transitions, and speed changes for consistency.

PHYSICS & INTERACTION

Specify weight, speed, and how objects interact. This reduces "hallucinations" in complex movement sequences.

ATMOSPHERIC MOTION

Don't forget the background. Describe wind in trees, flowing water, or drifting smoke to bring the scene to life.

PRO TIP: THE "SHOT-FIRST" RULE
Always start your video prompt with the shot type (e.g., "Wide shot:", "Extreme close-up:") to set the scale immediately.

FROM WEAK TO PRO: THE UPGRADE

WEAK PROMPT

"A man in a suit."

PRO PROMPT

"Close-up portrait of a CEO in a navy Italian silk suit, standing in a sunlit glass boardroom. Soft bokeh, 8k resolution, cinematic lighting --ar 16:9 --v 6.1"

THE 2026 WORKFLOW

01 **DEFINE ROLE**
Start by assigning a specific expert persona to the AI model.

02 **DRAFT BASE**
Describe the core subject, action, and environment clearly.

03 **ADD TECHNICALS**
Insert lighting, camera specs, and platform parameters.

04 **ITERATE**
Refine results using "Vary Region" or "Pan" tools.

ELEVATE YOUR BRAND

Consistency is the foundation of brand identity. Build your private prompt library and master the tools of the future.

INTELLIBRAND AI