

# The Image Prompt Formula

Lesson 1 · How to Generate Images the Right Way

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## The Formula

**SUBJECT + DETAILS + ENVIRONMENT + LIGHT + STYLE + CAMERA**

- **SUBJECT** — who or what. One clear main subject. *“An ancient black dragon”*
- **DETAILS** — textures, colors, emotion, age, clothing. *“glowing amber eyes, scales like cracked volcanic rock”*
- **ENVIRONMENT** — where, time of day, weather. *“misty mountain peak at dusk”*
- **LIGHT** — the secret of the expensive look. *“dramatic rim lighting”, “soft golden hour light”, “neon glow”*
- **STYLE** — the medium. *“cinematic photo”, “3D render”, “watercolor”, “anime”*
- **CAMERA** — framing. *“close-up portrait”, “wide shot”, “shallow depth of field”*

## Example: Bad vs Good

**Beginner:** “a cool dragon” → random, generic, no control.

**Pro:** *“Close-up portrait of an ancient black dragon, glowing amber eyes, scales like cracked volcanic rock, fog in the background, dramatic rim lighting, cinematic photo, shallow depth of field.”*

## Quick Rules

- Specific beats vague. The AI fills every gap with the most average choice.
- Always include at least: SUBJECT + LIGHT + STYLE.
- Change ONE block at a time — that is how you learn what each block does.
- Generate 3–4 variations, pick the winner, refine the prompt, repeat.
- Keep a notes file with your best prompts — they are reusable gold.