

faith

THE AI CREATIVE AGENCY

Effective A.I.
prompts

AMA24



Ben Hopkins
Co-Creative Director
faith

What this session will cover

1

We have faith

2

What the LLM!

3

Turbocharged
prompting

4

Q&A

We launched faith in May last year to *rapidly* explore the opportunities of generative AI

Artificial intelligence (AI)
AI 'could be as transformative as Industrial Revolution'



AI promises to unleash creativity and productivity by lifting the weight of work

Microsoft's latest Work Trend Index reveals how, alongside tools like Copilot, AI is poised to create a whole new way of working for Australians.



faith

We've been busy learning-by-doing, systematically



Formulate a hypothesis

Can Gen AI...

...create new images within a predefined brand world?

...write on-brand copy?

...transcreate work for different markets?

...offer a genuinely useful chatbot experience?



Design and run experiments

Test hypothesis on REAL client briefs

Run in parallel to existing process (with client consent)

VMO2 & Sage



Pivot or persevere

Analyze results

Draw conclusions

Hypothesise further



Apply what we learn

Share and implement within wider business

Applying what we learn to supercharge what we do

Strategy

Creative

Production

CX



Branded models

Branded Copy Model



Branded Image Model



Branded Conversation Model



Branded Voice Model



What the LLM!



Large language models are **not magic**. They're math.



They're basically
autocomplete on steroids



Powered by **neural networks** modelled on human brain function.



Enabling them to **infer the meaning and context** of words and phrases

The Financial Times is **???**

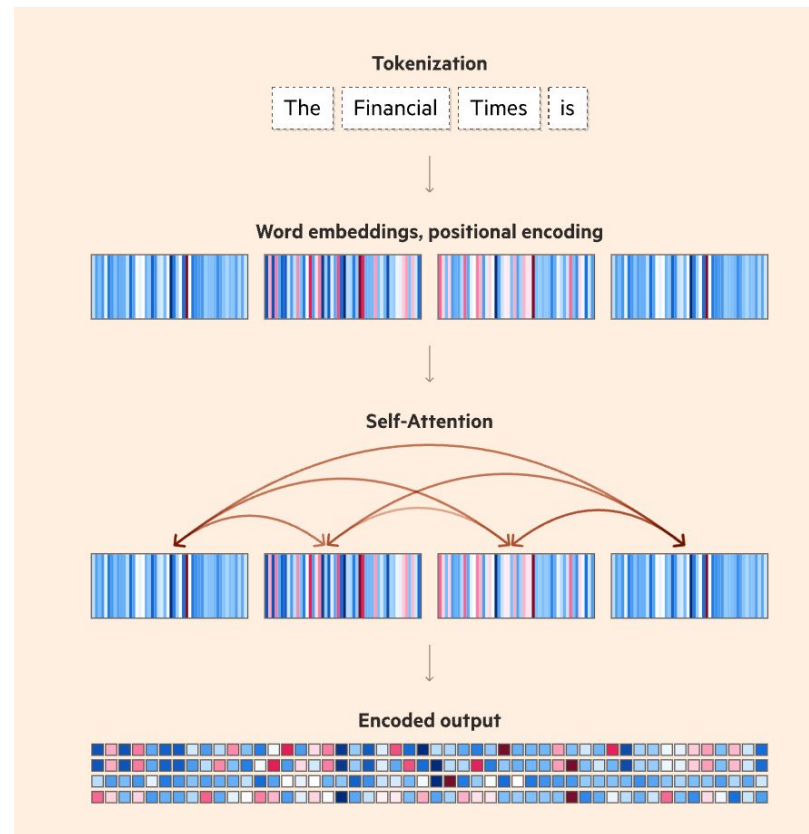
By splitting them into
tokens to be encoded

(These are usually about 4 characters long but we'll keep things simple here with whole words).

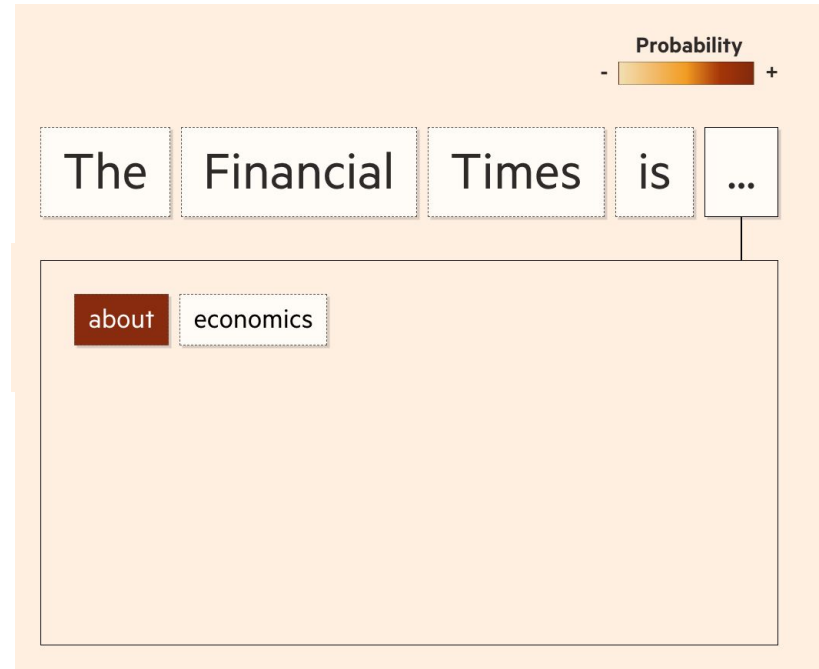


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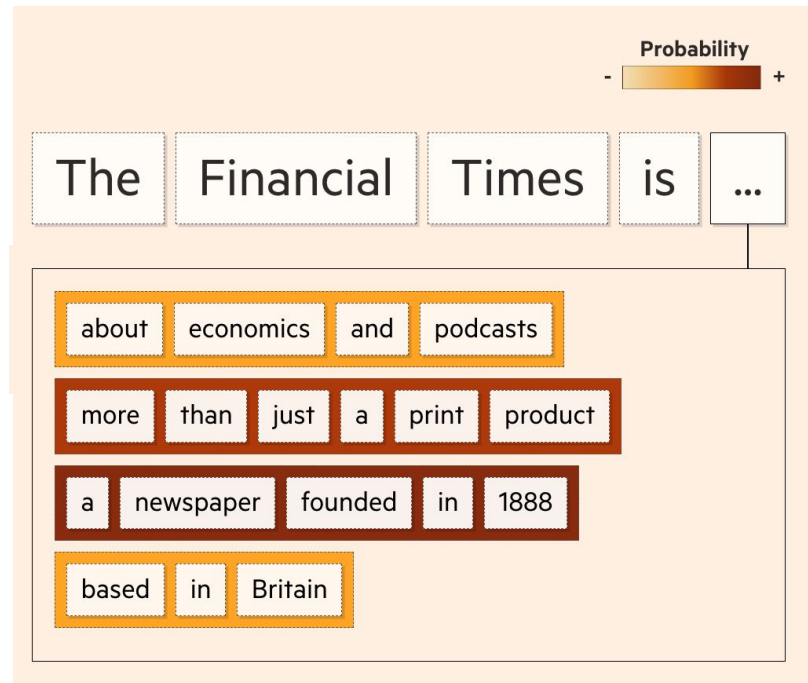
And then all of this stuff happens...



...to more easily used to
predict the next word or...



an entire sequence of words based on the **patterns** observed from an LLMs training data-set.



And all of this is trained on ‘unstructured data’, which opens up a whole can of worms for corporations such as...



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IP infringement



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**Bias &
Discrimination**



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Reliability & Accuracy

Bias & Discrimination



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**Bias &
Discrimination**



**Reliability &
Accuracy**

**Security &
Data
privacy**

But at faith we believe that
Generative AI, when used
responsibility, can be an
accelerator of human
creativity and imagination.



No matter your
destination.
You steer the ship



But like any tool, it takes practice.

And that's where effective prompting comes in.



So, which LLMs should
you use?



The power of three

Company	Product	Tier 1	Tier 2	Tier 3
Google	Gemini	Nano	Pro	Ultra
OpenAI	ChatGPT	GPT-3.5 Turbo	GPT-4	GPT-4.5 Turbo
Anthropic	Claude 3	Haiku	Sonnet	Opus

Turbocharged prompting



"I'm going to
tip \$200 for a
perfect
solution!"

Strange but true: Offering to bribe your LLM using this in your prompt has been proven to increase the quality of responses.



Let's just think about our
brains for a moment



faith

We take for granted the billions of instantaneous computations our brains do to solve problems.



We break down tasks into manageable chunks to derive context.



Through accrued individual experiences and biases we infer meaning.

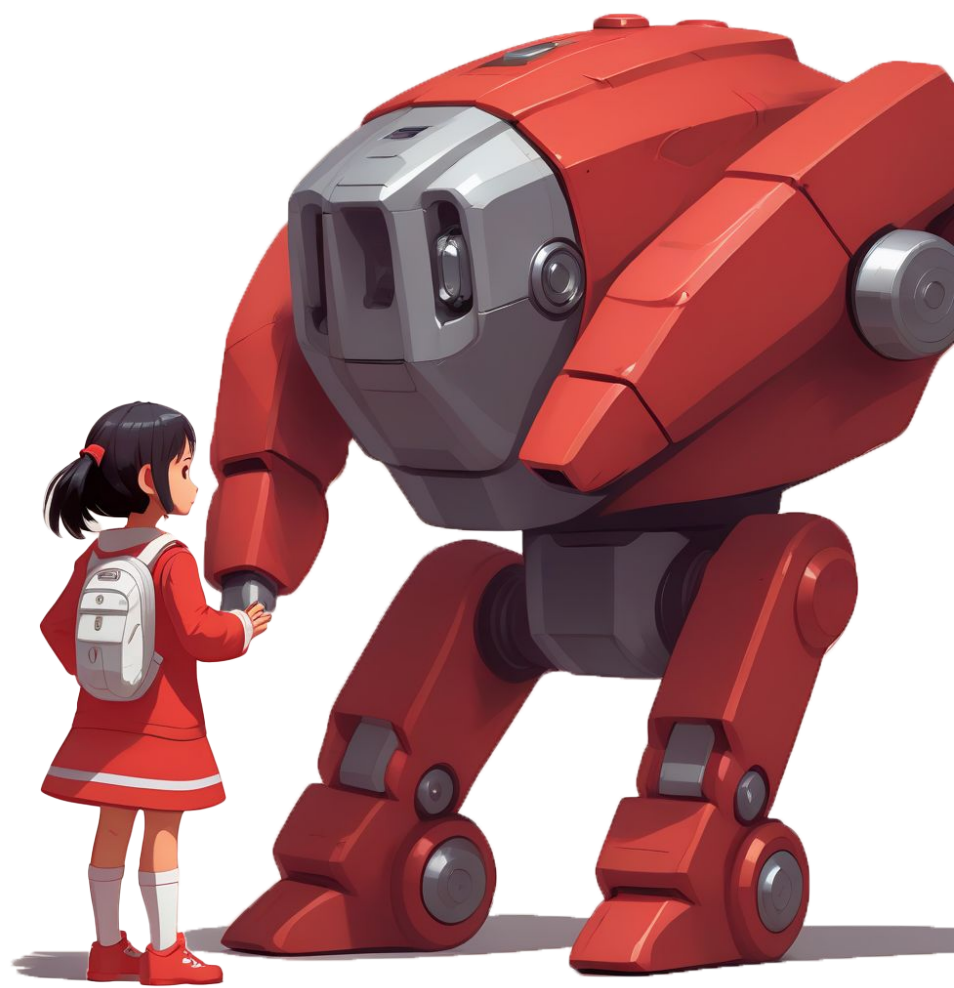


We then brainstorm scenarios and rank them to predict a likely outcome.

This is our **chain of thought**.



This is basically what LLMs do
but they need a little help.



Problem: Control

Language models struggle with following instructions without enough detail, leading a lack control or consistency.

Instruct prompts

Instruct prompting provides clear instructions to the LLM about the task, output format, and desired behavior. They help align the model's generation with the intended task.

So let's take it step-by-step

- 1) Role
- 2) Tone/Personality
- 3) Task
- 4) Context
- 5) Example
- 6) Output
- 7) Level of comprehension
- 8) Steering



Step-By-Step Prompt

1) **Role** (You are X and responsible for Y)

- *You are an expert copywriter for a top UK advertising agency responsible for maintaining brand tone of voice .*
- *You are a sustainability officer for an FMCG hair care brand focussed on eco-credentials*
- *You are an independent business owner based in Leeds who sells DIY products from their shop*
- *You're a 30yr old, female lifelong die-hard Wolves fan*

Step-By-Step Prompt

- 1) Role (You are X with X experience)
- 2) **Tone/Personality** (You talk like X)

- *You're chatty, empathic and informal*
- *You're time-poor, stressed and anxious*
- *You're a proud Liverpudlian with a strong accent*

Step-By-Step Prompt

- 1) Role (You are X with X experience)
- 2) Tone/Personality (You talk like X)
- 3) **Task** (Outline the task instructions)

- *You're going to look at this long copy and reconcile it with this brand's tone of voice guidelines...*
 - *You're going to write some copy variations based on this headline...*
- You're going tell me your honest opinion about the product that's about to be described....*

Step-By-Step Prompt

- 1) Role (You are X with X experience)
- 2) Tone/Personality (You talk like X)
- 3) Task (Outline the task instructions)
- 4) **Context** (Additional detail)

- *Add client tone of voice*
- *Add a description of a supporting visual to a headline*
- *Add a CSV, PDF, DOC, DOCX, XLS...*
- *Add a backstory and highlight needs, wants, tensions...*
- *Add a brief description of a company, what it's services are and who buys them*

Step-By-Step Prompt

- 1) Role (You are X with X experience)
- 2) Tone/Personality (You talk like X)
- 3) Task (Outline the task instructions)
- 4) Context (Additional detail)
- 5) **Examples** (one-shot, few-shot)

- *User asks: "How long does it take to process payments?"
Response: "We know how important your cash flow is. That's why offer same-day payments. Is anything else I can help with?"*
- *Headline: 'Give Vienna a whirl'. This line is funny because there is a food item called a Viennese Whirl.*

Step-By-Step Prompt

- 1) Role (You are X with X experience)
- 2) Tone/Personality (You talk like X)
- 3) Task (Outline the task instructions)
- 4) Context (Additional detail)
- 5) Examples (one-shot, few-shot)
- 6) Output** (format, length)

- *Tell me in a list form / bullets*
- *Put this in a table / graph*
- *Tell me in around 100 words*

Step-By-Step Prompt

- 1) Role (You are X with X experience)
- 2) Tone/Personality (You talk like X)
- 3) Task (Outline the task instructions)
- 4) Context (Additional detail)
- 5) Examples (one-shot, few-shot)
- 6) Output (format, length)
- 7) **Level of comprehension** (Explain things at X level)

- *Explain it to a non-technical person*
- *Pitch your response at undergraduate level*
- *Explain it to a CFO*

Step-By-Step Prompt

- 6) Output (format, length)
- 7) Level of comprehension (You explain things at X level)
- 8) **Steering** (focus, exclusions, conditions/modifiers)

- *Focus: Only respond to questions about advertising*
- *Focus: Only refer to XXXX doc or website as a bases of fact*
- *Exclusion: Do not refer to politics, religion...*
- *Exclusion: Do not explain your workings*
- *Condition / Modifier: If you identify words in the copy referring to topics such as inclusion, sustainability, poverty modify tone to xxxx.*

Example: Walkers

You are an award-winning poet specializing in slanting hard to rhyme words. You have a colloquial modern Cockney tone. Write a poem from the perspective of an urban farmer who loves to grow potatoes for Walkers Crisps. Walkers Crisps are a UK's most loved crisp brand who's most popular flavours include: Cheese & Onion, Ready Salted, Salt & Vinegar, Smoky Bacon and Prawn Cocktail. Here is an excerpt from a slanted poem: As we walk along the orchard rows, The ground is filled with fallen fruit. And as we step, we smell the scent. Of apples crushed under foot. Make the poem 10 lines using simple colloquial language. Do not explain what you are doing. Do include a title based on the poem's style.



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East End Tater Tales

*In the heart of the town, where the streets do twist,
I grow me taters, for a crisp packet's tryst.
Walkers they want, from me urban sprawl,
Cheese & Onion, and that ain't all.*

*Salt & Vinegar, a tangy spree,
Next to the bus stop, next to the tree.
Smoky Bacon, by the old brick wall,
Prawn Cocktail grows, come one, come all.*

*In the city's hum, where the sirens play,
For Walkers' delight, I toil each day.*

“Take a deep
breath and
take things
step-by-step”

Strange but true: Adding this to your prompt has been proven to help LLMs break down tasks into more manageable chunks increasing the quality of responses.



Problem: Single Minded

Language models often latch onto a single approach when generating responses, lacking the ability to consider and explore multiple viable solutions or perspectives.

Tree of thought

Tree of thought prompting addresses single mindedness by breaking down a prompt into multiple branches or sub-prompts, forcing the LLM to consider and incorporate multiple solutions within its response.

Example: Strapline generation



Strapline Generation (Tree of thought prompting)

Prompt

You are a senior creative copywriter in a top advertising agency. You are going to write me some tag lines for a company called Wilko. Wilko are a budget-friendly hardware and homeware chain of shops in the UK. The strategic thought is that if you have the will to do something to your home, Wilko have everything you need to achieve it.

Brainstorm 12 strap lines based on the following criteria: 1) Comprehensive range at affordable prices 2) Active enabling language 3) Down-to-earth, informal, chatty tone of voice.

Be super creative. Experiment with witty wordplay. Lines should be no more than 8 words.

Rank your lines in order of preference and explain your reasoning for your preferred recommendation.



Trunk: Task



Big Branches:
Core considerations



Small Branches: Sub
considerations



Leaves: Rank and reason

Strapline Generation (Tree of thought prompting)

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Rank your lines in order of preference and explain your reasoning.

Take a deep breath and take the task step-by-step.

Output

"Affordable choices, endless possibilities at Wilko."

"Savings in every aisle, smiles in every home with Wilko."

"Quality, variety, and savings: That's Wilko."

"Where there's a will, there's a Wilko."

"Will it with Wilko."

"Got the will? We've got the way!"

"Dream big. Spend small. Only at Wilko."

"Gear up for greatness with Wilko."

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Recommendation

"Where there's a will, there's a Wilko" cleverly adapts a familiar proverb, encapsulating Wilko's empowering, budget-friendly ethos while inviting action, making it memorable and aligned with the brand's values.

Problem: Not a clue

Language models to perform poorly on tasks with limited examples

Few-shot

Providing a number of labeled examples, known as 'shots' can help LLMs infer the desired patterns or outputs before tackling the full task.

Example

Writing headline variations



Example: Campaign variations

You are a Senior creative copywriter at a top ad agency, tasked with crafting print ads for UK-based budget-friendly hardware/homeware chain Wilko.

The campaign thought is that with willpower and Wilko you can achieve your home improvement goals. Campaign strapline: 'Where there's a will, there's a Wilko'. Required: Brainstorm 12 ad ideas focusing on 1) Individuals and their projects, 2) Obstacles faced, 3) Wilko products as solutions.

Each ad should have: 1) Headline, 2) Image description (person, location), 3) Scenario brief. Ensure creativity, optimism, and emphasis moments of achievement through willpower. Language should be active and enabling, fun and punchy. Casting should be diverse and inclusive. Rank ideas, explain rationale for each. Here are some examples to inform your response:

Headline: "Mealtime Masterpiece"

Image: A man triumphantly savouring the smell of a deliciously cooked beef casserole

Idea: Wilko has all the kitchenware you need to achieve any culinary challenge.

Headline: "Shed the Impossible!"

Image: A smiling woman, standing in front of a newly assembled shed

Idea: Wilko has all the garden equipment you need to achieve any gardening challenge.



Shots (examples)

Generations

Headline: "Bake It 'Til You Make It"

Image: A smiling man showcasing a perfectly baked cake in a Wilko baking tray.

Scenario: Despite previous baking disasters, he nails the perfect cake with Wilko's bakeware, proving persistence is key.

Headline "Nailed it!"

Image: A woman standing on her newly made decking holding a nail gun

Scenario: Despite initial hesitations, she successfully builds a deck using Wilko's tools and materials, showcasing self-reliance.

Headline: "A Brush With Greatness"

Image: A teenager creating a mural on a garden fence with Wilko's paint and brushes.

Scenario: With every stroke of Wilko's brushes, the mundane fence transforms into a canvas of dreams.

Headline: "Shelf Assured"

Image: A joyful non-binary individual standing in front of a large finished double wardrobe.

Scenario Brief: Despite small space constraints, they organize their room efficiently using Wilko's storage solutions, showcasing self-assurance.

Problem: Lack of focus

Language models' can suffer from a drift of focus, deviating from the core task when generating responses for longer prompts.

Chain of thought

Chain of thought and multi-prompting seeks to guide LLMs to maintain a clear line of reasoning before arriving at a final answer.

Example

Writing a content script



Content Topic Areas

Prompt 1: Brainstorm 15 popular wide audience niches relating to home DIY on TikTok and Instagram Reels

1. **Upcycling Furniture:** Demonstrating how to give old furniture a new life.
2. **Home Organization:** Ideas for organizing different spaces within a home.
3. **Budget Decorating:** Decorating spaces stylishly on a tight budget.
4. **Repurposing Items:** Creative ways to repurpose everyday items.
5. **Minimalist Living:** Tips for decluttering and embracing minimalism.
6. **Smart Home Integration:** DIY smart home projects and integration tips.
7. **DIY Cleaning Hacks:** Homemade cleaning products and hacks.
8. **Seasonal Decor:** DIY decor ideas for different seasons and holidays.
9. **Beginner DIY Projects:** Simple DIY projects for beginners.
10. **Sustainable Living:** DIY projects promoting sustainability and eco-friendliness.

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Content story scenarios

Prompt 2:

You're a creative researcher and exceptional writer. You write very short entertaining video content scripts featuring a cast of shop-based presenters working at the home and hardware shop, Wilko who help each other learn new beginner DIY techniques for short-form videos.

Think outside the box. Be super creative and Brainstorm 10 ideas for TikTok that can be between 30-60 seconds long.

Here is a list of available characters and their characteristics. You can use as many of them as you like:

Leyton (Carpenter, male, late-twenties, funny, joker)
Robyn (Electrician, female, mid-twenties, no-nonsense, confident)
Dara (interior designer, female, early thirties, stylish, assertive)
Kiran (male, plumber mid-thirties, kind, considered, family-man)

←

Topic area

←

Brainstorm

←

Cast & Personas

Content story scenarios

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Kiran (male, plumber mid-thirties, kind, considered, family-man)

Pipe Dream: Kiran teaches Leyton how to fix a leaky pipe. Despite humorous struggles with a squirting pipe, they successfully repair it, turning the chaos into a playful learning experience.

Wallpaper Woes: Dara tries to teach Leyton and Kiran the art of wallpapering. Despite Leyton's distractions, they successfully wallpaper the room, ending with a funny reveal of Kiran wallpapered into a mural on the wall.

The Light Bulb Moment: Robyn challenges the others to come up with the most creative lighting setup using only items from the electrical section, resulting in a spectacular light show in the aisles.

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The Light Bulb Moment: Robyn challenges the others to come up with the most creative lighting setup using only items from the electrical section, resulting in a spectacular light show in the aisles.

Content story script

Prompt 3:

You are a creative researcher and exceptional writer. You take a given SYNOPSIS from which you write short entertaining 30-second films for TikTok featuring a cast of shop-based presenters working at the home and hardware shop, Wilko who help each other learn new beginner DIY techniques for short-form videos.

Think outside the box. Be super creative and write in a very conversational way to keep the audience engaged.

SYNOPSIS = Wallpaper Woes: Dara tries to teach Leyton and Kiran the art of wallpapering. Despite Leyton's distractions, they successfully wallpaper the room, ending with a funny reveal of Kiran wallpapered into a mural on the wall. End the film with the line 'Proving that where there's a will, there's a Wilko.'

Here is a list of available characters and their characteristics. You can use as many of them as you like...



30”: Rock, Wallpaper, Scissors

OPEN ON: INT. WILKO HOME AND HARDWARE SHOP - DIY SECTION - DAY

The DIY spirit buzzes through the air as Dara, Leyton, and Kiran gather around a bare wall, surrounded by wallpaper rolls and tools. Upbeat music sets the playful tone.

Dara: Today's challenge is wallpapering. But with a twist of Rock, Paper, Scissors. Each step, we'll play to see who does the task. Ready?

They nod, excited. Leyton quickly forms a rock with his hand, warming up. Dara wins, she instructs as Leyton and Kiran measure and cut the wallpaper.

Dara: Measure twice, cut once!

Leyton, being playful, snips the scissors in the air, pretending to cut Kiran's hair who playfully dodges.

CUT TO: INT. WILKO - DIY SECTION - MOMENTS LATER

Another round of Rock, Paper, Scissors. Kiran wins. They paste the wallpaper onto the wall, Leyton can't help but make goofy faces as he smooths out the wallpaper, making them chuckle.

CUT TO: INT. WILKO - DIY SECTION

One final round of Rock, Paper, Scissors. Leyton triumphs. They finalize the wallpapering, but amidst laughter, they accidentally wallpaper Kiran onto the wall.

Leyton: Looks like we've got a living mural!

Kiran steps out from the wallpapered mural, all share a hearty laugh.

Dara: And voila! Through teamwork and a little game, we've done it!

Kiran: Proving that where there's a will, there's a Wilko.

They step back, admiring their collaborative and playful achievement. as the catchy Wilko jingle plays out.

FADE OUT. CUT TO: EXT. WILKO STORE - DAY

“I could lose
my job...”

Strange but true: Guilting your LLM using this in your prompt has been proven to increase the quality of responses.



Multimodality

LLMs are becoming multimodal. This means they are not limited to text-to-text but can generate text-anything.

Image prompting



Midjourney

So let's take it step-by-step

- 1) Be specific
- 2) Use Vivid Adjectives
- 3) Background and Setting
- 4) Style or Artist Influence
- 5) Composition and Perspective
- 6) Lighting and colour
- 7) Define the Action
- 8) Iterate and Refine



Image Prompting

1) **Be specific** (For more control and consistency)

- *A majestic bald eagle soaring against a bright blue sky, its wings outstretched and feathers ruffled by the wind.*
- *An antique brass pocket watch with an intricately engraved cover, lying open on a worn leather-bound book.*
- *A plump, ripe strawberry with water droplets clinging to its surface, nestled among verdant green leaves.*
- *A curious tabby cat peering out from behind a slightly ajar wooden door, its green eyes shining in the dim light.*

Be Specific



A cat

Vs



A curious tabby cat peering out from behind a slightly ajar wooden door, its green eyes shining in the dim light.

Image Prompting

- 1) Be specific (For more control and consistency)
- 2) **Use Vivid Adjectives** (Convey mood, atmosphere, and texture)

- *Brooding, ominous storm clouds over craggy desert canyon*
- *Dilapidated, ivy-covered medieval castle in misty forest*
- *Dazzling, iridescent crystal formation in dimly lit cavern*
- *Riotous wildflowers in warm, golden sunbeam in lush glade*
- *Towering, brutal concrete brutalist architectural monolith*

Image Prompting

- 1) Be specific (For more control and consistency)
- 2) Use Vivid Adjectives (Convey mood, atmosphere, and texture)
- 3) Background and Setting** (Describe the environment)

- *Bustling Grand Bazaar market in Istanbul, Turkey at dawn*
- *Serene Zen rock garden with raked gravel, Tokyo skyline background*
- *Cluttered, dusty attic room filled with antique trunks and paintings*
- *Sun-bleached arid desert dunes with abandoned town ruins*

Image Prompting

- 1) Be specific (For more control and consistency)
- 2) Use Vivid Adjectives (Convey mood, atmosphere, and texture)
- 3) Background and Setting (Describe the environment)
- 4) **Style Artist influence** (Describe the style for recent artists)

- *Vibrant pop art portrait of Mozart with coloured dots mimicking the effect of 1960's printing process (Lichtenstein)*
- *Dynamic action scene in sleek, stylized Japanese anime style*
- *Tranquil Dutch Golden Age still life with flowers, fruit, glassware*
- *Whimsical, imaginative children's book illustration with textured brush strokes and fantastical creatures (Maurice Sendak)*

Image Prompting

- 1) Be specific (For more control and consistency)
- 2) Use Vivid Adjectives (Convey mood, atmosphere, and texture)
- 3) Background and Setting (Describe the environment)
- 4) Style Artist influence (Describe the style for recent artists)
- 5) **Composition and Perspective** (specifying the viewpoint)

- *Intimate close-up of delicate snowflake's intricate patterns*
- *Isometric view of cozy cottage nestled in rolling countryside*
- *Worm's eye view of massive, gnarled twisted tree trunk and roots*
- *Dramatic angled perspective of speeding Formula 1 racecar*

Image Prompting

- 1) Be specific (For more control and consistency)
- 2) Use Vivid Adjectives (Convey mood, atmosphere, and texture)
- 3) Background and Setting (Describe the environment)
- 4) Style Artist influence (Describe the style for recent artists)
- 5) Composition and Perspective (Specifying the viewpoint)
- 6) Lighting and colour** (Enhance the mood)

- *Softly lit Renaissance oil portrait with warm tones and chiaroscuro*
- *Cold, sterile alien laboratory with harsh fluorescent lighting*
- *Moody, brooding film noir street scene in shades of black and gray*

Image Prompting

- 1) Be specific (For more control and consistency)
- 2) Use Vivid Adjectives (Convey mood, atmosphere, and texture)
- 3) Background and Setting (Describe the environment)
- 4) Style Artist influence (Describe the style for recent artists)
- 5) Composition and Perspective (Specifying the viewpoint)
- 6) Lighting and colour (Enhance the mood)
- 7) Define the Action** (Creating dynamic and engaging images)

- *Sprinter exploding from the blocks with body in motion blur*
- *White orca breaching, arching out of ocean's surface*
- *Graceful prima ballerina leaping across stage mid-arabesque*

Image Prompting

- 1) Be specific (For more control and consistency)
- 2) Use Vivid Adjectives (Convey mood, atmosphere, and texture)
- 3) Background and Setting (Describe the environment)
- 4) Style Artist influence (Describe the style for recent artists)
- 5) Composition and Perspective (Specifying the viewpoint)
- 6) Lighting and colour (Enhance the mood)
- 7) Define the Action (Creating dynamic and engaging images)
- 8) Iterate and Refine** (It's a process of trial and error)

- *Make incremental adjustments to keywords and specificity*
- *Try combining effective prompt pieces into new prompts*

And it's not just
text-to-text or
image.



Text-to-code



Text-to-code

Text-to-video



Sora

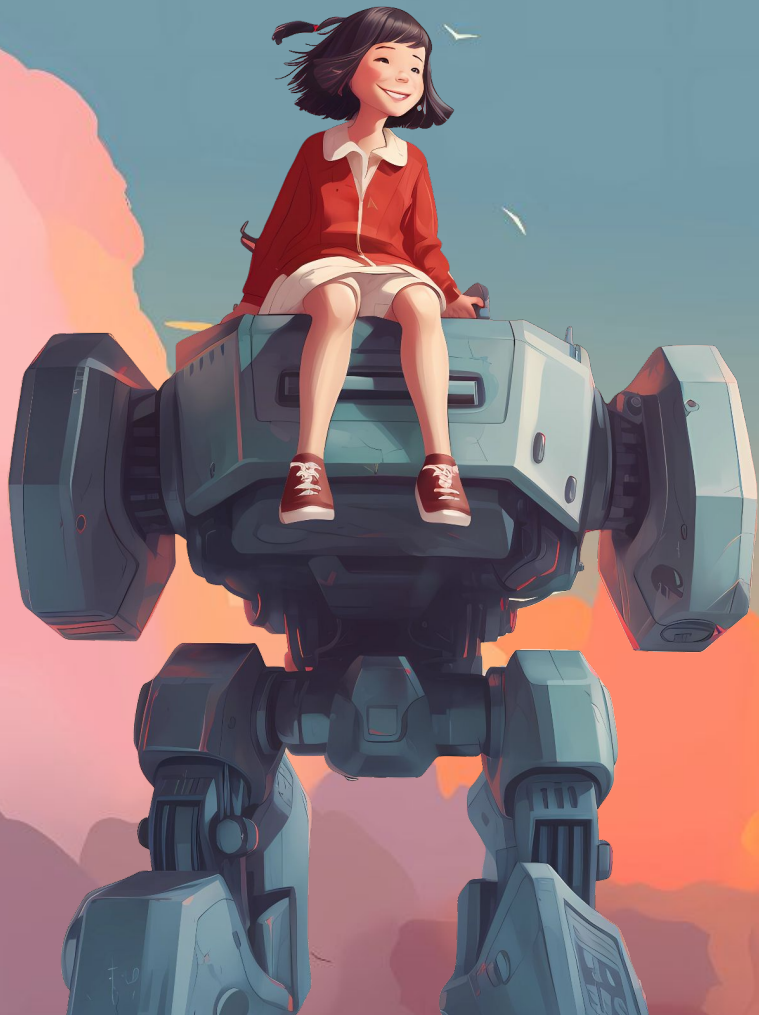
faith

Text-to-code
Text-to-video
And text-to music



So get stuck in,
experiment and
accelerate your
creativity.





thank
you.

Q&A



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