

# Prompt Engineering Free Guide to Generate High Quality Images and Videos

Prompt engineering is the skill of writing clear instructions (prompts) so an AI gives you the exact kind of output you want—without confusion, missing details, or wrong formatting. A good prompt is specific about the task, the context, and what the final answer should look like.

A “prompt” is the message you give the AI, like a brief you’d give a human assistant. “Prompt engineering” means structuring that brief so the AI understands your goal, uses the right information, and returns the result in the format you need. [developers.openai+1](#)

## **How to write a good prompt (step by step)**

### **Step 1: Start with the goal (what you want)**

Write one clear sentence that begins with an action word like “Write,” “Generate,” “Summarize,” “Compare,” or “Create.”

If your goal is unclear, the AI will “choose its own direction,” which often looks like random or generic output.

### **Step 2: Give the AI a role (optional, but powerful)**

Ask the AI to behave like a specific expert or helper (example: “You are a movie director” or “You are a teacher for beginners”).

Role prompting helps the AI match the vocabulary, tone, and depth to your needs.

### **Step 3: Add context (the situation)**

Include the background information the AI needs to answer correctly (who it’s for, where it will be used, what’s already decided).

Official guidance commonly recommends providing relevant context—especially information the model would not otherwise know.

### **Step 4: Add constraints (boundaries)**

State limits like length, language, tone, do/don’t rules, and target audience (example: “No jargon,” “Explain like I’m 12,” “Max 150 words”).

Constraints reduce unwanted surprises and make results more consistent.

### **Step 5: Specify the output format (so it's usable)**

Tell the AI the exact format you want (bullets, table, checklist, JSON, headings, etc.). Many prompting guides recommend being explicit about formatting, especially for multi-step tasks.

### **Step 6: Separate sections with clear dividers (so it doesn't mix things up)**

Put instructions first and use separators like `###` or `"""` to clearly split “instructions” from “context/data.”

Some teams also structure prompts into labeled sections (like `<background_information>` and `<instructions>`) to keep them organized.

### **Step 7: (Optional) Provide an example of what “good” looks like**

If you want a very specific style, include a short example input and example output (even 1 example helps).

This is often called “few-shot prompting” (learning from examples).

### **Step 8: Improve the prompt in 2–3 iterations**

If the output is too broad, refine your prompt by adding missing details (more specific subject, constraints, or format).

This “prompt → result → refine” loop is a normal part of getting high-quality outputs.

### **What to mention in a good prompt (checklist)**

Use this checklist to build a strong prompt quickly (you don't need every item every time):

- Task: What you want the AI to do (single sentence).
- Role: Who the AI should act as (teacher, editor, filmmaker, recruiter)
- Audience: Who the result is for (beginners, customers, students).
- Context: Background info, data, or scenario
- Constraints: Length, tone, language level, what to avoid.
- Output format: Bullets/table/steps, headings, order of sections.
- Examples (optional): A sample you want it to copy.

## What is a bad prompt (and why it fails)

A bad prompt is vague, missing context, and doesn't define what "good output" looks like.

For example, prompts like "Make it better" or "Write something nice" force the AI to guess your goal, tone, and format.

## Good vs bad prompt (clear comparison)

### Type Prompt

Bad "Create a cinematic image of a car."

Good "You are a cinematographer. Generate a cinematic still image of a black sports car on a rain-soaked city street at night. Mood: neo-noir, high contrast. Lighting: neon signs reflecting on wet asphalt, soft fog. Camera: low angle, 35mm lens, shallow depth of field, sharp focus on car, bokeh background. Composition: rule of thirds, leading lines. Color grade: teal-and-amber. Output: ultra-detailed, realistic."

### What usually happens

Too generic, random style choices, missing camera/lighting/mood, not consistent.

The AI has subject + setting + mood + camera + lighting + composition + output expectations, so results are more controlled and higher quality. digitalocean+1

## A beginner-friendly prompt template (copy/paste)

This simple structure follows widely recommended ideas: clear instructions, relevant context, and explicit formatting.

### Template

- Role: "You are ..."
- Task: "Create ..."
- Context: "This is for ..."
- Constraints: "Must include ... / Must not include ... / Length ..."

- Output format: “Return in this format ...”
- (Optional) Example: “Here is an example style ...”

## **10 good prompts for cinematic images and videos**

Use these as “high-quality starters” and adjust the subject/location to your needs.

### **1. Cinematic image (portrait)**

“Generate a cinematic portrait of an elderly tea seller in Old Delhi at dawn, warm backlight, steam rising from a kettle, shallow depth of field, 85mm lens look, film grain, soft haze, realistic skin texture, calm emotional expression, high dynamic range, color grade: warm highlights and cool shadows.”

### **2. Cinematic image (wide city scene)**

“Create a wide cinematic shot of a rainy street market at night, neon signage reflections on wet ground, crowd in motion blur, main subject sharp in foreground, camera at waist height, 35mm lens look, dramatic contrast, volumetric light, realistic details, moody atmosphere.”

### **3. Cinematic image (desert travel)**

“Generate a cinematic travel still of a lone traveler walking on sand dunes at sunset, long shadows, wind-swept sand, golden hour rim light, ultra-wide 24mm lens look, epic scale, minimal composition, filmic color grade, high detail.”

### **4. Cinematic image (product-style hero shot)**

“Create a cinematic hero image of a luxury wristwatch on dark stone, single softbox lighting from top-left, crisp reflections, macro lens look, shallow depth of field, moody black background, tiny dust-free finish, premium advertising style, extremely sharp.”

### **5. Cinematic image (food close-up)**

“Generate a cinematic close-up of butter chicken in a rustic bowl, warm tungsten lighting, shallow depth of field, steam visible, textured naan in background blur, 50mm lens look, rich appetizing color grade, realistic garnishes, high detail.”

### **6. Cinematic video (5 seconds, smooth camera move)**

“Create a 5-second cinematic video: a motorcycle passes through a rain-soaked street at night, neon reflections, light fog, slow-motion feel, smooth tracking shot

from behind then slight side reveal, high contrast, film grain, realistic water spray, dramatic mood.”

**7. Cinematic video (nature, drone-like)**

“Generate a 6-second cinematic aerial video over a misty forest at sunrise, slow forward glide, soft volumetric light beams through trees, gentle parallax, calm atmosphere, realistic color grade, no sudden camera shakes, smooth motion.”

**8. Cinematic video (character moment)**

“Create a 7-second cinematic video of a young woman standing at a window during a storm, soft interior light, lightning briefly illuminates the room, subtle camera push-in, emotional quiet mood, shallow depth of field, realistic skin and fabric motion.”

**9. Cinematic video (sci-fi but grounded)**

“Generate an 8-second cinematic video of a futuristic metro train arriving in a clean, minimal underground station, cool white lighting, subtle steam, smooth dolly shot parallel to the train, realistic reflections, believable materials (metal, glass), filmic grade.”

**10. Cinematic video (travel montage-style single shot)**

“Create a 6-second cinematic video: handheld-style (but stable) shot walking into a colorful street festival, shallow depth of field, foreground lights bokeh, subject turns and smiles, natural motion blur, warm lively color grade, realistic crowd movement.”

**Quick “upgrade rules” (when your output isn’t good)**

- If results are random: add role + mood + camera/lighting details.
- If it ignores what you want: put the instructions at the top and separate context using clear delimiters
- If formatting is messy: explicitly demand the format and order of sections.





Here are 10 prompts you can paste directly into ChatGPT to generate high-quality cinematic images and videos (text or actual media, depending on your ChatGPT plan). They follow common guidance: clear subject, setting, mood, style, and detail.

Tip: Just paste one prompt, wait for the result, then tweak details (lens, lighting, mood, length) and regenerate.

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### **1) Cinematic portrait (image)**

“Create a cinematic portrait of an elderly tea seller in Old Delhi at dawn, warm backlight from the rising sun, steam rising from a metal kettle, shallow depth of field, 85mm lens look, natural wrinkles and skin texture, soft haze in the background, subtle film grain, calm and thoughtful expression, realistic colors with warm highlights and cooler shadows.”

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### **2) Wide city night scene (image)**

“Create a wide cinematic shot of a crowded street market in the rain at night, vibrant neon signs reflecting on wet pavement, people moving with slight motion blur, one central subject in sharp focus in the foreground, camera at waist height with a 35mm lens look, strong contrast, volumetric light in the misty air, realistic textures on umbrellas, moody and atmospheric color grade.”

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### **3) Desert travel still (image)**

“Create a cinematic travel still of a lone traveler walking along the crest of tall sand dunes at sunset, long dramatic shadows on the sand, golden hour rim light around the figure, ultra-wide 24mm lens feel, minimal composition with lots of empty space, clear sky with soft gradient, high level of detail in the sand texture, warm film-style color grade.”

#### **4) Product hero shot (image)**

“Create a cinematic hero shot of a luxury wristwatch resting on dark textured stone, single soft light source from the top-left, crisp reflections on the glass, macro lens feel with very shallow depth of field, background falling into deep black, ultra-sharp details on the watch face and metal, subtle reflections, premium advertising style, no dust or imperfections visible.”

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#### **5) Food close-up (image)**

“Create a cinematic close-up of butter chicken served in a rustic metal bowl, warm tungsten restaurant lighting, visible steam rising from the sauce, rich orange and red tones, shallow depth of field with the front portion in sharp focus, soft blur on naan bread and small bowls of spices in the background, 50mm lens feel, appetizing and realistic texture, cozy and inviting mood.”

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#### **6) Motorcycle in rain (short video)**

“Create a 5-second cinematic video of a motorcycle riding through a rain-soaked city street at night, neon lights reflecting on wet asphalt, light fog in the air, slow-motion feeling, smooth tracking shot from behind then slightly to the side, realistic water spray from the wheels, high contrast lighting, film grain, moody atmosphere with cool blues and pinks.”

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#### **7) Aerial forest sunrise (short video)**

“Create a 6-second cinematic aerial video flying slowly forward over a misty evergreen forest at sunrise, soft golden light rays cutting through the fog, gentle camera glide with no sudden movements, tree canopy stretching to the horizon, calm and peaceful mood, realistic colors, subtle depth in the layers of trees and mist.”

### **8) Emotional character moment (short video)**

“Create a 7-second cinematic video of a young woman standing near a window during a storm, soft warm interior light on her face, rain streaking down the glass, occasional lightning briefly brightening the room, slow and subtle camera push-in towards her face, shallow depth of field, realistic hair and clothing movement, quiet and introspective mood.”

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### **9) Futuristic metro station (short video)**

“Create an 8-second cinematic video of a futuristic metro train arriving in a clean, minimal underground station, cool white lighting, polished metal and glass surfaces with realistic reflections, a few commuters waiting on the platform, smooth side dolly shot parallel to the train as it arrives, subtle steam or mist near the floor, film-style color grade, grounded and believable sci-fi look.”

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### **10) Festival walk-through (short video)**

“Create a 6-second cinematic video in a lively street festival at night, handheld-style but stable shot moving forward into the crowd, shallow depth of field with colorful lights as bokeh in the foreground, a main subject turns and smiles at the camera, natural motion blur from movement, warm and saturated color grade, realistic crowd behavior, joyful and energetic mood.”



