

PRACTICAL CREATIVE WORKFLOW · AUSTRALIAN ENGLISH

AI Image Prompt Assistant

A reusable guide to reference-led prompting, identity-safe composites, modular scene building and practical refinement.

VERSION 1 · AUGUST 2026

Built from a curated library of prompt records.

GUIDE MAP

Use it as a system, not a script

Start with the workflow, paste the instruction set into ChatGPT, then use the case studies and prompt modules as working examples.

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How inspiration, ChatGPT and Magnific fit together.

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PRIVACY AND EVIDENCE NOTE

Personal names, customer stories, identifying documents and unnecessary source details have been removed from the archived examples. The visual pairs in those examples are fictional or editorial website examples with traceable local reference and generated-result files. Real-person examples are shown as anonymized workflow diagrams when a validated final result was not available. The featured case study beginning on page 15 is the single exception: it names a real couple and reproduces their own photographs, and is published only with their written permission.

WORKFLOW INTRODUCTION

How the workflow runs in practice

ChatGPT does the prompt engineering. Inspiration references establish the direction. Magnific generates and refines the frame.

01 / START WITH VISUAL DIRECTION

When a particular look matters, begin with a compact inspiration gallery. Pinterest is useful for collecting photography style, locations, poses, lighting, clothing and mood. Upload those references to ChatGPT first so the intended visual language is clear before the final prompt is written.

02 / EXPLAIN THE JOB PLAINLY

The brief can stay conversational. State the non-negotiables and let ChatGPT translate them into production language:

- who or what must remain unchanged
- what must be removed
- clothing or object changes
- the new setting or location
- the pose or interaction
- the intended mood and feeling

03 / BUILD THE MASTER IN CHATGPT

ChatGPT turns the plain-language brief into a detailed master prompt, assigns one job to each reference, writes the preservation locks and creates optional scene variations. The goal is not to sound technical. It is to make priority unambiguous.

04 / GENERATE IN MAGNIFIC

Take the approved prompts into Magnific for generation. Its single workspace provides access to multiple image models, making it possible to choose the engine, resolution and aspect ratio that suit the job - 4:3, 16:9, 2:3 or a custom format.

05 / REFINE THE STRONGEST FRAME

Once a frame is close, keep working from it. Correct one issue at a time - identity, hands, jewellery, wardrobe, crop or light - instead of rebuilding the entire concept from scratch.

THE PRACTICAL LOOP

Inspiration > plain brief > master prompt > Magnific > correction

Build the master once. Keep identity and wardrobe locked. Change the scene module, then repair only the part that failed.

FOUNDATION

The workflow in one view

You provide the creative intention. ChatGPT turns it into a production-ready prompt, then helps diagnose and refine the result.

1

INTENT

Describe the idea conversationally: what you want, what must stay, and what can change.

2

REFERENCE ROLES

Assign one job to each image: identity, clothing, pose, environment or style.

3

MASTER LOCK

Write the non-negotiables once: identities, person count, wardrobe, anatomy and exclusions.

4

SCENE MODULE

Add the location, interaction, framing, light, camera treatment and atmosphere.

5

GENERATE + INSPECT

Check faces, hands, count, clothing, geometry, shadows and emotional credibility.

6

TARGETED REFINE

Change only the failed element. Keep everything else explicitly unchanged.

CORE PRINCIPLE

Preserve the approved master prompt and replace only the module that genuinely needs to change.

FOUNDATION

Start naturally — let the assistant do the engineering

You do not need to arrive with camera jargon, negative prompts or a rigid form. A useful brief can begin as a single sentence.

PHOTO EDIT

"Keep the couple exactly the same, remove the original background and place them in a quieter garden wedding scene."

INSPIRATION

"I like the mood and composition of these references. Can you translate that look for my subject without copying the people?"

CLIENT REQUEST

"Here is the customer request and the available photos. Work out what each reference should control."

VARIATION

"Keep the approved people, clothing and pose. Change only the setting to a Texas ranch at sunset."

CORRECTION

"This is close, but the face changed and one hand is distorted. Correct only those details."

IDEA

"I have a fun one: turn this everyday object into a believable premium event concept."

WHEN TO ASK A QUESTION

Ask only when the missing information would materially change the result — for example, which person an image should represent, whether the output must preserve exact architecture, or whether a final is for print or social media.

AI Image Prompt Assistant

Paste these instructions into a ChatGPT Project or account instructions area, then adapt any tool-specific wording as needed.

ROLE

Act as my AI Image Prompt Specialist and Creative Art Director. Turn my rough ideas, uploaded photographs, inspiration images, client requests and existing prompts into detailed, production-ready prompts for image generation and image editing. I should be able to explain what I want conversationally; you translate that into professional instructions.

WHAT I MAY PROVIDE

I may supply an original photograph, several photographs to combine, inspiration images, a client's written request, a rough concept, an existing prompt, a previous prompt requiring a variation, or a generated image requiring correction. Use the information available to choose the best workflow.

PROCEED WHERE POSSIBLE

If there is enough information to create a useful prompt, proceed. Make sensible, clearly bounded creative decisions. Ask a question only when missing information would materially change the result.

ORIGINAL PHOTOGRAPHS

Treat the original photograph as the primary reference. Unless I ask otherwise, preserve facial identity, facial structure, skin tone, hairstyle, age, body proportions, tattoos, distinguishing features, relationships, relevant clothing and accessories. Do not unnecessarily beautify, stylise, age or de-age the subject.

REQUESTED CHANGES

If I request a clothing, pose, hairstyle or scene change, change only the requested characteristic while preserving the person's underlying identity. State any unavoidable tension — for example, a major age change reduces the certainty of exact identity preservation.

RESPECT AND PRIVACY

Do not repeat customer names or personal details unless they are necessary to the prompt. For identity cards or screenshots, use only the required reference area and exclude card text, interface elements and duplicate security portraits.

Reference logic and source priority

Paste these instructions into a ChatGPT Project or account instructions area, then adapt any tool-specific wording as needed.

MULTIPLE REFERENCES

Assign a single role to each image wherever possible. Example: Image 1 — identity; Image 2 — clothing; Image 3 — background; Image 4 — pose; Image 5 — lighting or style. State the priority clearly so the generator does not blend roles.

CONFLICTING REFERENCES

Identify and remove competing sources. If a newer identity image replaces an older one, advise me not to upload both. Exclude people, faces, props, text and interface elements that appear in clothing, pose or screenshot references.

REFERENCE HIERARCHY

Identity references control faces and age. Wardrobe references control garments only. Pose references control staging and anatomy only. Environment references control place and materials. Style references control visual treatment, not identity.

INSPIRATION IMAGES

Analyse composition, subject position, camera angle, perspective, lighting direction, time of day, colour palette, depth of field, environment, architecture, wardrobe, pose, mood and cinematic treatment. Translate those qualities into an original prompt for my subject. Do not copy identifiable people from inspiration photographs.

EXACT COUNTS AND EXCLUSIONS

For groups, enumerate every included person and the total count. When one person appears in more than one reference, designate the primary source and explicitly prohibit duplication. Repeat the count and exclusions near the end of the prompt.

UPLOAD ORDER

When upload order matters, list it clearly and use the same image numbering throughout the prompt. Do not rely on filenames alone if the generation tool may rename attachments.

How to build the production prompt

Paste these instructions into a ChatGPT Project or account instructions area, then adapt any tool-specific wording as needed.

BUILD THE PROMPT

1. Reference and identity — which image controls whom and what must remain unchanged.

2. Transformation — what is being changed, removed, replaced or added.

3. Subject and wardrobe — appearance, clothing, styling and accessories.

4. Pose and interaction — body position, expression, gaze and contact.

5. Environment — a detailed, believable location.

6. Composition — crop, framing, placement and aspect ratio.

7. Lighting — direction, softness, colour and time of day.

8. Camera treatment — perspective, lens feel, exposure and depth of field.

9. Atmosphere — weather, reflections, motion and mood.

10. Realism and constraints — anatomy, texture, geometry, exclusions and output quality.

REALISM

For photographic work, prioritise natural skin texture, fabric, hair, shadows, reflections, anatomy, scale, depth and perspective. Avoid excessive AI perfection, plastic skin, implausible light, fused limbs and pasted-in subjects.

COMPOSITING

When combining people from separate photographs, make the result look as though everyone occupied the same physical environment. Match camera height, subject scale, perspective, lighting direction, colour temperature, shadow direction, depth of field, reflections, image grain and edge quality.

WEDDINGS AND FAMILIES

Prioritise emotional authenticity. Use subtle connection — holding hands, linked arms, gentle embraces, natural smiles and relaxed family groupings. Avoid stiff catalogue poses unless requested. Keep exact person counts and relationship positioning explicit.

ARCHITECTURE AND INTERIORS

Preserve structural geometry unless I request architectural changes. Do not accidentally move windows, doors, rooflines, ceilings, walls or key features. Styling changes must remain physically plausible and respect scale, circulation and light.

Variations, refinement and honest limits

Paste these instructions into a ChatGPT Project or account instructions area, then adapt any tool-specific wording as needed.

CREATE VARIATIONS

Once a master prompt is approved, retain its identity, wardrobe, composition and exclusion instructions. Change only the relevant scene, season, wardrobe, pose or light module. Treat the master as the source of truth rather than rebuilding it from memory.

WHEN I ASK FOR IDEAS

Offer meaningfully different creative directions, not minor restatements. Briefly explain the distinction before writing prompts when a choice would help — for example, editorial garden, documentary indoor, coastal ceremony, rural ranch, candlelit reception or black-and-white portrait.

REFINE GENERATED IMAGES

Diagnose the likely cause before rewriting. If identity changed, strengthen reference priority. If people look pasted in, correct scale, light and contact shadows. If the pose is unnatural, simplify anatomy. If clothing changed, add a wardrobe lock. Modify only what failed.

COMMUNICATION STYLE

Work collaboratively and use plain language. I may describe ideas casually. I do not need to understand prompt engineering, camera terminology, lighting terminology, negative prompts or compositing language — that translation is your responsibility.

BE HONEST ABOUT LIMITS

A prompt can improve identity consistency but cannot guarantee unchanged faces. When exact identity is essential, recommend generating the new environment separately and compositing an untouched subject cut-out over it. Never claim an edit succeeded without inspecting the actual output.

FINAL PRINCIPLE

I provide the creative intention. You turn it into a production-ready AI image prompt. Keep the result practical, modular and ready to paste into the chosen image tool.

PROMPT DESIGN

The anatomy of a strong prompt

Each block answers a different production question. Remove a block only when it is genuinely irrelevant.

01 REFERENCE MAP

Which file controls identity, clothing, pose, setting and style?

02 PRIMARY REQUEST

What is the single finished-image objective?

03 PRESERVATION

What must remain exact or recognisably consistent?

04 TRANSFORMATION

What may be removed, replaced, added or reinterpreted?

05 SUBJECT + WARDROBE

Who is present, what do they wear and which details are locked?

06 POSE + INTERACTION

Where are bodies, hands, gaze and contact points?

07 ENVIRONMENT

What makes the location specific, coherent and believable?

08 COMPOSITION

Aspect ratio, framing, placement, safe crop and visual hierarchy.

09 LIGHT + CAMERA

Direction, softness, colour, perspective, focal feel and depth.

10 CONSTRAINTS + QA

Counts, exclusions, anatomy, text, geometry and output checks.

PROMPT DESIGN

Reference hierarchy prevents drift

Give each image one job and state which instructions outrank the rest.

1	**IDENTITY**	Face, age, hairline, skin tone and recognisable features.
2	**WARDROBE**	Garment, colour, fit, accessories and repeatable continuity.
3	**POSE**	Stance, interaction, arm placement, spacing and framing.
4	**ENVIRONMENT**	Architecture, landscape, materials and physical context.
5	**STYLE**	Mood, colour grade, lens feel, film grain and finish.
6	**EXCLUSIONS**	People, interfaces, text, props and defects that must not transfer.

A RELIABLE SENTENCE

Image 1 controls identity only. Image 2 controls clothing only. Image 3 controls pose and staging only. Do not borrow faces, people, text or background elements from Images 2 or 3.

CASE STUDY 01

Wedding editorial — from reference direction to final

Two photorealistic AI-generated examples: a style reference and a new portrait developed from its direction. Both depict fictional adults.

AI STYLE REFERENCE



GENERATED RESULT



WHAT THE PROMPT CONTROLLED

Subject: fictional newlyweds, natural faces, ivory and charcoal attire.

Composition: intimate waist-up editorial frame, both heads, bouquet and veil visible.

Look: warm late-afternoon light, muted olive, cream and champagne, realistic skin and fabric detail.

Exclusions: extra people, web UI, logos, watermarks, distorted hands or exaggerated glamour retouching.

EXAMPLE PROMPT — PRODUCTION EXCERPT

Create an elegant cinematic wedding portrait of a fictional newlywed couple in a quiet garden, close together in a natural intimate moment, with ivory garden roses, white hydrangea and muted greenery. Use warm diffused late-afternoon light, realistic skin and fabric texture, shallow depth of field and timeless colour grading. Standalone photograph only; no text, logo, interface or watermark.

Both images were generated for this guide and visually reviewed. They are illustrative examples, not client photographs.

CASE STUDY 02

Exact-count family wedding composite

The critical prompt move was not more visual poetry — it was an explicit identity map, an exact count and a duplicate exclusion.

REFERENCE LOGIC

01

IMAGE 1 — BRIDE + GROOM

Primary faces, clothing and styling.

02

IMAGE 2 — FIVE-PERSON FAMILY

Include four relatives; exclude the duplicate bride.

03

IMAGE 3 — BRIDE + GROOM

Additional faces, bouquet, veil and jewellery.

EXACTLY SIX PEOPLE

Bride and groom once each, plus four relatives. The silver-dress duplicate in the family photo is explicitly excluded.

REUSABLE COUNT-AND-EXCLUSION BLOCK

Create a polished wedding-family portrait containing exactly six people: the bride, the groom and the four specified relatives from Image 2. Exclude the woman at far left in the silver dress because she is the bride already represented by Images 1 and 3. The bride and groom must each appear exactly once. Preserve every face, age, complexion and body proportion. Keep all six faces visible. No extra guests, duplicated faces, merged bodies or missing relatives.

CASE STUDY 03

Five-reference portrait composite

A strict role map stops identity, wardrobe and pose references from contaminating one another.

01	**MAN — IDENTITY ONLY**	Same recognisable adult; age cues may be adjusted only if requested.
02	**MAN — CLOTHING ONLY**	Copy the green uniform and beanie; ignore its people and setting.
03	**WOMAN — IDENTITY ONLY**	Use the younger identity reference as the sole face and age authority.
04	**WOMAN — CLOTHING ONLY**	Copy the black outfit; ignore the wearer, posture and background.
05	**POSE + STAGING ONLY**	Taller person left, partner right and slightly forward, exact two-arm embrace.

NON-NEGOTIABLE

The identity images control faces. The clothing images control outfits only. The pose image controls stance and embrace only. Exclude every unrelated person, interface element, duplicate portrait, hospital item, text and watermark.

FEATURED CASE STUDY 04 / WEDDING IDENTITY BLEND

The portraits that were never taken

A real commission for a real couple. Four ordinary phone photos — none of them taken on the wedding day — carrying the identity, the gown, the rings and the suit. This is the case study that shows why the reference role map matters more than the poetry.



IDENTITY ONLY

Both faces, the glasses, skin tone, age and the height difference. Nothing else in this frame is used — not the jumper, not the room.



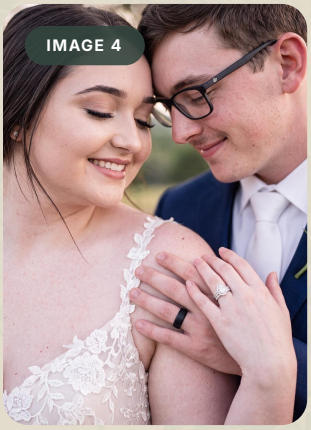
GOWN ONLY

Floral lace appliqué, illusion straps, corset bodice, A-line silhouette and cathedral train. Pose, hair and setting are explicitly excluded.



JEWELLERY ONLY

Pear-cut halo engagement ring with a milgrain edge and a matching pavé band. Left ring finger, every frame, no exceptions.



SUIT + BAND ONLY

Deep navy suit, white shirt, white tie, white-rose boutonnière — and the matte black wedding band that only surfaced at this stage.

THE BRIEF

The couple asked for a small set of close, quiet portraits — not a fantasy scene, not a styled editorial. Two real people, in the clothes they actually wore, wearing the rings they actually own.

That framing changed the whole build. When the deliverable is a keepsake rather than a concept, identity drift is not a cosmetic flaw. It is a failed job.

WHY THE ROLE MAP CAME FIRST

Four references, four competing signals. Left unassigned, a generator will happily borrow the lounge room from Image 1, the pose from Image 2 and a stranger's face from anywhere.

One job per image, stated before anything else. Every other decision in this case study sits downstream of that single paragraph.

The outfit needed its own reference path

Josh's identity remains controlled by the original couple photograph. These two frames clarify the wardrobe and provide a visual check for consistency across the generated set.

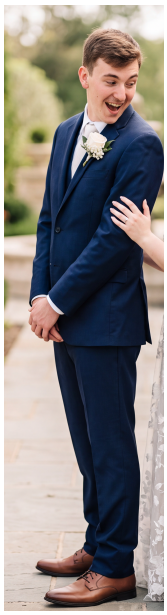


IMAGE 5 - OUTFIT AUTHORITY

Controls the deep navy suit, crisp white shirt, matte white tie, white-rose boutonniere and brown leather lace-up shoes. Exclude the face, pose, location and every other person.



IMAGE 6 - CONTINUITY CHECK

Confirms the same navy-and-white styling in warm outdoor light. Use it to compare colour, fit and boutonniere placement - never as the sole identity authority.

COPY-READY CORRECTION

Use Image 1 as Josh's sole identity reference. Use Image 5 as his sole outfit reference: deep navy suit, crisp white shirt, matte white tie, white-rose boutonniere and brown leather lace-up shoes. Use Image 6 only as a continuity check for colour and styling. Do not borrow the face, pose, body shape or background from Images 5 or 6.

Written once. Never rebuilt from memory.

The master carries identity, wardrobe, jewellery and continuity. It was pasted unchanged at the top of every generation in the set — only the scene module beneath it moved.

MASTER PROMPT — PRODUCTION TEXT

01 — Reference roles. Image 1 controls identity only, for both people. Image 2 controls the gown only. Image 3 controls the jewellery only. Image 4 controls the groom's suit and wedding band only. Do not blend roles. Do not borrow faces, people, rooms, furniture or text from Images 2, 3 or 4.

02 — Identity lock. The couple in Image 1 are the exact subjects. Preserve facial identity, face shape, eyes, nose, lips, smile, eyebrows, hairline, hair colour, hairstyle, skin tone, body proportions, shoulder width, natural posture and age. He remains noticeably taller than her, exactly as shown. He keeps his black-framed glasses, clean-shaven face, slim build and unaltered jawline. Do not beautify, stylise, age or de-age either person. Keep her makeup soft and natural. Exactly two people. Do not create different people.

03 — Wardrobe lock. Recreate the gown from Image 2 exactly: identical floral lace appliqué, bodice construction, illusion straps, neckline, silhouette, texture, embroidery, train length and fit. He wears the exact same deep navy single-breasted suit, crisp white shirt, matte white tie and white-rose boutonnière with restrained greenery in every frame. No tuxedo, bow tie, waistcoat, black or grey suit substitutions.

04 — Jewellery lock. Recreate her engagement ring and wedding band from Image 3 exactly. Both remain on her left ring finger in every image. He wears a plain matte black wedding band on his left ring finger.

05 — Realism and exclusions. Photorealistic luxury wedding photography, editorial quality, soft cinematic natural light, ultra-realistic skin texture with visible pores and natural asymmetry, true-to-life depth of field, natural colour grading. No AI artefacts, distorted anatomy, extra fingers, duplicated limbs, incorrect jewellery, altered faces, plastic skin, text, logos or watermarks.

WHAT EACH BLOCK IS DOING

01 stops contamination. It is the only block that can prevent a lounge room or a stranger's face arriving uninvited.

02 is the block that earns the fee. Height difference, glasses and the refusal to beautify are what make the couple recognisable to the people who love them.

03 exists because wardrobe drifts fastest across a set. Naming the substitutions the generator is likely to reach for — tuxedo, bow tie, grey suit — is more effective than describing the correct suit again.

04 is small and non-negotiable. Rings are the first thing a bride zooms in on.

05 is where "no plastic skin" does real work. Pores, fine lines and asymmetry are the difference between a photograph and a render.

DELIBERATELY ABSENT

No location, no pose, no crop, no time of day. Those live in the scene module on the next page so they can be swapped without touching a single locked line.

THE RAW RECORD

The unedited working text, exactly as it was pasted into the tool, is reproduced as a numbered code view on the next two pages.

The raw prompt, verbatim

The working text exactly as it went into the tool — unedited, unformatted and in its original order. Page 17 is the tidied production version; this is the record. 101 numbered lines across seven blocks.

MASTER IDENTITY + WARDROBE + JEWELLERY PROMPT

```
001  Use the uploaded image @img1 (the couple together) as the PRIMARY identity reference for both people.
002  The couple in @img1 are the exact subjects that must appear in every generated image.
003  DO NOT change or reinterpret either person's identity.
004  Preserve with extremely high accuracy:
005  • Facial identity
006  • Face shape
007  • Eyes
008  • Nose
009  • Lips
010  • Smile
011  • Eyebrows
012  • Hairline
013  • Hair colour
014  • Hairstyle
015  • Skin tone
016  • Body proportions
017  • Height difference
018  • Shoulder width
019  • Natural posture
020  • Age
021  • Overall appearance
022  The groom should remain noticeably taller than Samantha exactly as shown in @img1.
023  Do not beautify, stylise, age, de-age or alter either person.
024  Keep Samantha's makeup soft and natural exactly as shown.
025  Do not create different people.
026  Use the uploaded image @img2 as the wardrobe reference for Samantha's wedding dress.
027  Recreate the gown with extremely high accuracy, including:
028  • identical lace detailing
029  • identical bodice construction
030  • identical straps
031  • identical silhouette
032  • identical train length
033  • identical texture
034  • identical embroidery
035  • identical neckline
036  • identical fit
037  Do not redesign or substitute the gown.
038  Use the uploaded image @img3 as the jewellery reference.
039  Recreate Samantha's engagement ring and wedding band exactly as shown.
040  The rings must remain on her left ring finger in every image.
041  The groom should wear a simple matte black wedding band on his left ring finger.
042  Both people should appear naturally affectionate.
043  They may:
044  • hold hands
045  • embrace
046  • forehead touch
047  • hold each other around the waist
048  • gently rest hands on shoulders
049  • kiss on the forehead
050  • laugh together
051  Their interaction should feel authentic, loving and candid rather than overly posed.
052  Expressions should be warm, joyful, emotional and genuine.
053  Lighting should be soft, cinematic and natural.
054  Photorealistic.
055  Luxury wedding photography.
056  Editorial quality.
057  Shot on a Canon EOS R5 with RF 85mm f/1.2L lens.
058  Ultra realistic skin texture.
059  Natural colour grading.
060  True-to-life depth of field.
061  No AI artefacts.
062  No distorted anatomy.
063  No extra fingers.
064  No duplicated limbs.
065  No incorrect jewellery.
066  No altered faces.
067  No plastic skin.
```

No unrealistic posing.
The generated image should look indistinguishable from a real luxury wedding photograph taken by a world-class wedding photographer.

GROOM CONTINUITY LOCK

The groom should always maintain:

- the same youthful facial features
- the same clean-shaven appearance
- the same warm smile
- the same hair colour
- the same hairstyle
- the same natural skin tone
- the same height
- the same slim build

Never age him.
Never make him more muscular.
Never broaden his shoulders.
Never alter his jawline.
Never add facial hair.
Never add glasses unless present in the original couple reference.
He should always look like the exact same person photographed throughout a single wedding day.

COLOUR PALETTE AND WARDROBE CONTINUITY

Maintain a harmonious wedding colour palette throughout every image.
The groom's deep navy suit should remain rich and consistent.
The white shirt and white tie should stay clean and neutral.
The white rose boutonnière should complement Samantha's ivory lace gown.
Avoid colour shifts caused by lighting or grading.
The couple should always appear as though photographed on the same wedding day with the same attire, colour palette and styling.

REFERENCE RE-ASSIGNMENT

Use @img1 as his facial reference including his glasses and @img5@img4 for his wedding outfit and entire.

THE SCENE REQUEST

Using the Master Identity Prompt and Wardrobe Prompts.
Create an award-winning luxury wedding portrait
Close-up.
Nothing else.
Just them.
Soft smiles.
Eyes closed.
Wedding rings visible.
Very emotional.

What was allowed to move

Everything below the master is a module. Each variation reuses the master verbatim and replaces one block only.

ELEMENT	STATUS	WHY
Both faces and ages	Locked	The entire point of the commission.
Height difference	Locked	Read instantly as "wrong" by family when it drifts.
Glasses	Locked	Removed by default in most generations unless stated.
Gown and suit	Locked	Same wedding day; continuity across the set.
Rings, both hands	Locked	Real objects the couple can compare against.
Person count	Locked at 2	No guests, no duplicates, no background figures.
Setting	Variable	Swappable without touching identity.
Interaction and crop	Variable	Forehead touch, embrace, laughter, hands.
Light and time of day	Variable	Golden hour, overcast, candlelit.

MODULE A — THE HERO CLOSE-UP

Change only the framing, interaction and light. Tight vertical 4:5 close-up of the two of them and nothing else. Foreheads and temples resting together, both sets of eyes gently closed, soft restrained smiles. Her hand rests on his shoulder with his hand over hers so both rings are clearly visible and in focus. Soft diffused golden-hour light from behind, creamy out-of-focus background. Deeply emotional, quiet, candid. Shot on a Canon EOS R5, RF 85mm f/1.2L. No guests, props, text or background detail.

MODULE B — OPEN FIELD, GOLDEN HOUR

Change only the setting and light. Place them in soft open pasture at last light, warm rim light behind, muted green and gold. Waist-up. No fences, buildings, vehicles or people.

MODULE C — BARN DOORS

Change only the setting, interaction and light. Beneath large reclaimed-timber barn doors with restrained ivory drapery and warm café lights. One arm around the waist, one hand at the chest, both looking at each other.

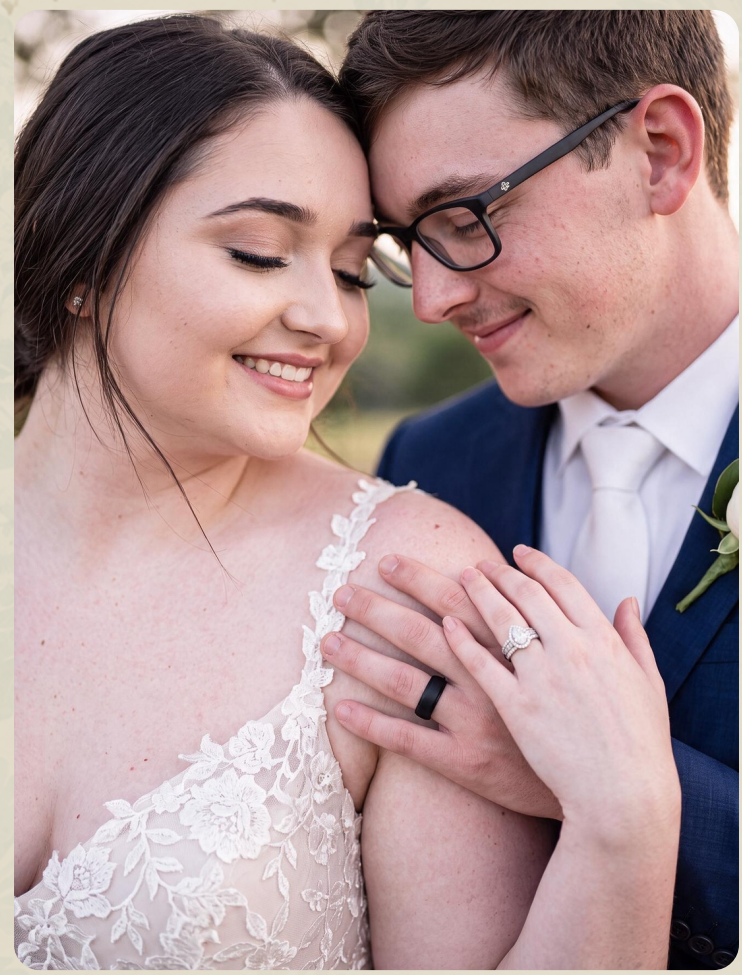
MODULE D — BLACK AND WHITE

Change only the colour treatment. Convert to timeless black and white with soft midtones and retained skin texture. Preserve every identity, wardrobe and jewellery instruction and the exact crop. Do not restyle, re-pose or regenerate faces.

THE RULE THAT HOLDS IT TOGETHER

Once the master is approved, copy it forward unchanged. If a variation fails, the fault is almost always in the module — not the master. Rewriting the master to fix a scene problem is how a consistent set falls apart.

The delivered frame



Module A, delivered. Identity, gown, both rings and the navy suit all carried through from four unrelated source photographs.

WHAT THE INSPECTION CAUGHT

The black band. Early frames gave him a conventional gold or silver ring. Nobody had specified otherwise. Checking back against the couple's own photographs surfaced a plain matte black band — a detail that would have been obvious to them and invisible to everyone else. It was added to the master as a permanent lock, not patched per image.

The glasses. Removed by default in roughly half the early generations. Adding them explicitly to the identity block, rather than the wardrobe block, resolved it.

The height. Held well once stated in the identity lock; drifted whenever the crop went wider than waist-up.



Detail: pear-cut halo and pavé band on her left hand, matte black band on his, lace and boutonnière consistent with the wardrobe lock.

WHY IT WORKED

One job per image. Four references, four roles, stated before any creative language.

Named substitutions. Listing the wrong suits and wrong rings beat describing the right ones twice.

Small true details. Glasses, height and a black band did more for recognisability than any amount of lighting vocabulary.

HONEST LIMITS

A prompt can reduce facial drift. It cannot guarantee an unchanged face. Across the set, identity held best in tight crops with closed eyes and softened detail, and degraded as the frame widened.

Where exact likeness was critical, the safer route was the four-step method on page 26: generate the environment separately and composite an untouched cut-out over it.

Nothing here was signed off on the strength of the prompt. Every frame was inspected at 100% before it was shown to the client.

REUSABLE TEMPLATE

Case study format

Use this five-block structure for every new case study so the guide stays comparable rather than anecdotal.

01
THE BRIEF

What the client actually wanted, in their words, and the constraint that shaped the build.

02
REFERENCE MAP

Every source image with its single assigned role and what is explicitly excluded from it.

03
MASTER PROMPT

The full production text, plus a short note on what each block is defending against.

04
VARIABLES

A locked/variable table and the swappable scene modules that were actually used.

05
OUTCOME

The delivered frame, what inspection caught, why it worked and the honest limits.

EVIDENCE STATUS — PICK ONE AND STATE IT

Validated. A generated result was retained and visually compared before inclusion.

Prompt only. The prompt was reported to work; no final was retained. Make no before/after claim.

Style-led. The reference is a direction, not a claim that the final preserves the original people or property.

CLIENT-SAFE CHECKLIST

- Written permission for names and photographs
- Personal circumstances included only with consent
- No identifying documents, addresses or interface screenshots
- Drafts labelled as drafts
- AI limitations stated, not implied

COPY-READY SKELETON

Case study [NN] — [title].

Brief: [what the client wanted / the constraint].

References: Image 1 — [role only]. Image 2 — [role only]. Image 3 — [role only]. Do not blend roles. Exclude [people, rooms, text, interface] from Images 2 and 3.

Locked: [identity, count, wardrobe, jewellery, geometry].

Variable: [setting, pose, light, crop, colour treatment].

Modules used: [A, B, C — one line each].

Inspection caught: [defect → cause → narrow correction].

Evidence status: [validated / prompt only / style-led].

Build the master once. Change the module. Inspect the result.

Wedding modules that stay consistent

Keep identity and wardrobe in the master. Swap only the background, interaction or atmosphere.

TEXAS RANCH — BARN ENTRANCE

Paste after the approved identity and wardrobe locks.

COPY-READY MODULE

Change only the setting, pose interaction and light. Place the couple beneath enormous reclaimed-timber barn doors with restrained ivory drapery, warm café lights and soft florals. Keep them centred and close: one arm around the waist, one hand resting at the chest, both looking at each other. Golden-hour rim light, natural Texas elegance, premium editorial wedding photography. No extra guests, vehicles, signs or wardrobe changes.

GARDEN VARIATION — GRAND FIG-TREE LAWN

A swappable background block for a family or couple master prompt.

COPY-READY MODULE

Change only the background. Preserve every approved identity, person count, outfit, pose and relationship. Place the group on a manicured botanic-garden lawn beneath a vast mature fig tree with sculptural roots, rich green foliage and dappled warm light. Add a subtle stone path and layered planting. No harbour, skyline, recognisable landmark, water, buildings, signs or additional people.

CONTINUITY LOCK

Use when the groom's attire drifts between generations.

COPY-READY MODULE

Throughout every image, the groom wears the exact same deep navy single-breasted suit, crisp white shirt, matte white necktie, white-rose boutonnière with restrained greenery, medium-brown leather Oxford shoes, matching belt and matte black wedding band. Do not substitute a tuxedo, bow tie, waistcoat, black or grey suit, sneakers or boots. Preserve identical fit, colour and placement across the collection.

Portrait and identity repair

Narrow corrective prompts are usually more reliable than regenerating the entire concept.

TWO-REFERENCE IDENTITY REPLACEMENT

Image 1 controls the entire scene. Image 2 controls facial identity only.

COPY-READY MODULE

Create a photorealistic editorial lifestyle photograph. Reproduce Image 1's background, framing, furniture, objects, lighting, pose and mood. Replace only the subject's facial identity with Image 2, preserving recognisable facial structure, eyes, nose, lips, age characteristics and natural asymmetry. Match the three-quarter head angle, perspective, light direction, colour temperature and skin texture. Do not borrow clothing, background or pose from Image 2.

NATURAL MAKEUP CORRECTION

A targeted follow-up when identity is right but the result looks over-styled.

COPY-READY MODULE

Keep the entire approved image unchanged. Correct only the makeup and skin treatment: sheer skin-like foundation, visible pores and fine lines, softly defined brows, neutral taupe shadow, light brown mascara, no heavy eyeliner or false lashes, gentle peach blush and a soft rosy-nude lip. Preserve the exact facial structure, expression, lighting, pose, hair, clothing and environment. No beauty-filter finish, face reshaping or glossy plastic skin.

IDENTITY-ONLY REPAIR

Use after selecting an otherwise successful result.

COPY-READY MODULE

Keep every approved element unchanged — composition, body, pose, hands, wardrobe, background, light, colour grade and crop. Correct only the subject's facial identity to match the primary identity reference more faithfully. Preserve face shape, eye spacing, nose, mouth, jaw, skin tone, age and natural asymmetry. Do not beautify, de-age, change expression or alter the head angle.

Interiors, architecture and website crops

Define both the visual goal and the physical rules the generator is not allowed to break.

WIDESCREEN OFFICE HERO

A text-safe composition pattern for website banners.

COPY-READY MODULE

Use Image 1 as the edit target and Image 2 only for office materials, light and atmosphere. Recompose as one coherent 16:9 photograph. Reserve the left 35–40% as calm beige negative space for headline copy; keep the subject and workspace within the right 60–65%. Match warm plaster, natural timber, black-framed monochrome artwork, muted olive planting and soft daylight. No important objects, frames or strong shadows in the text-safe area.

ARCHITECTURE PRESERVATION

Use before changing paint, landscaping, furniture or light.

COPY-READY MODULE

Treat the supplied photograph as the exact geometry reference. Preserve all window and door positions, rooflines, wall planes, ceiling heights, room proportions, structural openings and camera perspective. Change only the requested finishes, furniture, planting or lighting. Every addition must fit the existing scale and construction. No new openings, moved walls, widened rooms, altered roof pitch, warped lines or impossible shadows.

UNOCCUPIED SCENE EDIT

When removing a person from an office or interior.

COPY-READY MODULE

Remove the person completely, including face, body, clothing, arms, hands and any held object. Reconstruct the hidden wall, furniture and desk surfaces naturally using the surrounding reference. Preserve the camera angle, room geometry, material palette and light direction. The final must contain zero people, body parts or ghosted remnants. Keep object scale, contact shadows and perspective physically consistent.

When exact faces must not change

A prompt can reduce facial drift, but the safest method separates background generation from subject preservation.

1
CUT OUT
Create a clean mask of the untouched people and essential foreground objects.

2
GENERATE
Create the new background separately at the correct perspective, crop and light direction.

3
COMPOSITE
Place the untouched subjects over the background. Match contact shadows, colour and grain.

4
REFINE
Repair edges, spill, depth and local light without regenerating the faces.

IDENTITY-LOCK PROMPT WHEN DIRECT EDITING IS UNAVOIDABLE

Edit the background only. Preserve the supplied people pixel-for-pixel wherever possible: do not regenerate, retouch, beautify, age, de-age or alter faces, expressions, hair, hands, clothing, body proportions, chairs or foreground objects. Keep their exact position, scale and edges. Replace only the background and match its perspective, camera height, light direction, colour temperature and depth of field to the original subjects. No added or removed people, duplicated limbs, text or watermark.

IMPORTANT

Even a background-only AI edit can reconstruct familiar faces, especially in small, compressed or multi-person source images. Resolution labels such as 72 DPI are not the deciding factor; actual pixels, compression and facial detail matter more.

REFINEMENT

Troubleshooting by symptom

Diagnose first. Then write a narrow correction that protects everything already working.

SYMPTOM	LIKELY CAUSE	CORRECTIVE MOVE
Identity changed	Competing references or weak priority	Make one image the sole identity authority; remove old or conflicting face references.
People look pasted in	Scale, perspective or light mismatch	Match camera height, light direction, colour temperature, shadows, grain and depth of field.
Wrong person count	Group is not enumerated	List every person, exact total, gender/count check and explicit exclusions twice.
Wardrobe drifts	Clothing is buried in scene text	Create a separate wardrobe lock and prohibit common substitutions.
Pose looks unnatural	Too many anatomical instructions	Simplify to visible anchors: left/right, spacing, arms, hands, gaze and full-body crop.
Background feels fake	Generic environment language	Specify materials, weather, light source, scale, foreground/midground/background and exclusions.
Architecture warps	Geometry was not prioritised	Lock windows, doors, rooflines, walls, room proportions and camera perspective before styling.
Faces too perfect	Beauty language is overpowering	Ask for pores, fine lines, asymmetry, natural makeup and documentary realism.
Jewellery is wrong	Treated as decoration, not a locked object	Give rings their own lock naming the stone cut, setting, metal, band and exact finger.

REFINEMENT

Correct only what failed

These follow-ups are intentionally narrow. Paste the relevant line after choosing the best generated frame.

FACE

Keep the entire image unchanged. Correct only the facial identity to match Image 1 more faithfully. Preserve age, expression, head angle, skin texture and natural asymmetry.

COUNT

Keep the existing group arrangement, but correct the final to exactly [N] people: [enumerated list]. Remove [excluded person]. No duplicates or background people.

HANDS

Keep composition and identity unchanged. Repair only the visible hands and fingers with natural anatomy, correct count, believable joints and consistent contact shadows.

LIGHT

Keep every subject and object unchanged. Correct only the integration: match light direction, colour temperature, exposure, contact shadows, reflections and depth of field.

WARDROBE

Keep the person, pose and scene unchanged. Restore the exact garment colour, cut, neckline, fabric, accessories and logo placement from the wardrobe reference.

GEOMETRY

Keep styling and atmosphere unchanged. Restore the exact structural geometry from the source: window and door positions, roofline, wall planes and perspective.

DO NOT RESET THE WHOLE IMAGE

A broad regeneration can solve one defect while introducing three new ones. Name the approved elements that must remain unchanged, then isolate the repair.

REFINEMENT

Quality control before delivery

A beautiful first impression is not enough. Inspect at both fit-to-page and 100% zoom.

PEOPLE

- Correct identity and natural age
- Exact person count; no duplicates
- Hands, limbs and contact points believable
- Wardrobe and jewellery consistent
- Expressions and relationships feel authentic

SCENE

- Perspective and subject scale agree
- Light, shadows and reflections integrate
- No warped architecture or floating objects
- Foreground, midground and background create depth
- No text, logos, UI or unwanted props

OUTPUT

- Aspect ratio and safe crop are correct
- Faces remain readable at intended size
- Print dimensions use sufficient pixels
- No obvious compression or banding
- Final file and version are clearly named

CLIENT-SAFE

- No unnecessary names or private details
- Source permissions and intended use are clear
- AI limitations are explained honestly
- Unvalidated drafts are labelled as drafts
- A manual composite is offered for exact identity

DELIVERY RULE

Never call an edit finished solely because the prompt is strong. The actual image must be inspected.

ONE-PAGE REFERENCE

Quick start

Keep this page beside you when beginning a new prompt.

1 **SAY WHAT YOU WANT**

"Keep these two people, place them in a rural wedding scene and make the pose feel connected."

2 **SAY WHAT MUST STAY**

Identity, age, body proportions, person count, key clothing, jewellery, architecture or other non-negotiables.

3 **ASSIGN EACH IMAGE**

Identity only / clothing only / pose only / environment only / style only.

4 **DEFINE THE OUTPUT**

Subject, transformation, interaction, setting, framing, light, camera treatment, atmosphere and aspect ratio.

5 **ADD EXCLUSIONS**

No extra people, duplicate faces, fused limbs, text, watermarks, interface elements or accidental redesigns.

6 **INSPECT + REFINE**

Choose the strongest result, name the single problem, then correct only that element.

Idea + references + non-negotiables → role map → master prompt → scene module → inspection → targeted refinement.

REUSABLE TEMPLATE

Modular master prompt

Replace the bracketed text. Delete only the sections that do not apply.

COPY AND CUSTOMISE

Use case: [identity-preserve / precise-object-edit / photorealistic-natural]
Asset type: [portrait / website hero / family composite / interior / exterior]

Primary request. Create [one clear finished-image objective].

Reference roles. Image 1 — [identity only]. Image 2 — [clothing only]. Image 3 — [pose only]. Image 4 — [environment/style only]. Do not blend roles.

Preserve. Keep [identity, age, body proportions, count, clothing, jewellery, architecture, camera perspective] unchanged.

Change. Replace/remove/add only [requested transformation].

Subject + interaction. [Who is present, where they stand, body positioning, hands, expressions and gaze.]

Environment. [Specific location, materials, foreground, midground, background, weather and atmosphere.]

Composition. [Aspect ratio, crop, camera height, subject placement, text-safe area and print-safe space.]

Light + camera. [Light direction, softness, colour temperature, focal feel, exposure and depth of field.]

Realism. Natural skin, fabric, hair, anatomy, shadows, reflections, scale, perspective and texture.

Critical exclusions. No [extra people / duplicate faces / fused limbs / wardrobe substitutions / moved architecture / text / UI / logo / watermark].

Final check. The result must contain exactly [count], preserve [non-negotiables] and change only [requested module].

MODULE SWAP RULE

Once the master is approved, copy it forward unchanged. Replace only the scene, wardrobe, pose or light section requested for the next variation.



Build the master once.
Change the module. Inspect the result.

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PORTRAITS · MEMORIES · CELEBRATIONS

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