How to write a professional prompt

A prompt is a clear creative direction, not a pile of adjectives. Start with the objective, then visible details.

01 02 03 04 05 06

Goal and subject

Specify output type and the character, product or location.

Action and context

Describe the event, environment and time without contradictions.

Framing and camera

Specify shot size, angle and camera movement for video.

Lighting and style

Describe source of light, palette, texture and desired look.

Constraints and output

Specify aspect ratio, duration if supported, and what to preserve or avoid.

Review and refine

Test a result, isolate the problem, and change one specific instruction at a time.

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Production-ready prompt

A six-second vertical cinematic video example. Copy and adapt to your tool.

Create a 6-second vertical 9:16 cinematic video. A traditional Emirati coffee pot rests on a wooden table in a quiet courtyard at dawn. Start with a medium close-up; perform one slow, controlled dolly-in as soft steam rises. Warm side light, realistic metal reflections, natural textures, subtle background blur, restrained color grading. Keep the pot shape and table position consistent. No added text, logos or exaggerated motion. One continuous shot. Use the tool's supported duration and aspect-ratio controls.

Mistakes that weaken results

Generic words

Instead of beautiful and cinematic alone, describe lighting, movement and composition.

Conflicting instructions

Do not demand a static and rapid camera move simultaneously.

Too much action

Split complex events into separate shots.

Expecting guaranteed consistency

Use available references and review continuity and rights; tools cannot guarantee exact matches.

Reusable framework

Output → subject → action → location → framing and motion → light → constraints → review. Available settings vary by model.

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