

The Creator's Visual Prompting Playbook

ChatGPT vs. Gemini vs. Ideogram

Stop getting random clutter, warped products and misspelled words. Use one simple formula in any tool: tell the AI what to **keep**, what to **change**, what to **add or leave out**, and how to **finish** it.

THE FORMULA: KEEP / CHANGE / ADD / FINISH

KEEP: Keep the exact [product/person] from my photo unchanged in shape, color and size.

CHANGE: Replace the background with [polished dark slate / honed marble / soft linen].

ADD / REMOVE: Do not add props, flowers or decorations. Only add soft natural shadows.

FINISH: Professional studio lighting, soft key light from the left, gentle rim light, shallow depth of field, sharp focus.

- **Be specific about surfaces**, not vibes. "Luxury" is vague; "brushed brass and soft side light" is clear.
- **Name the words exactly** in quotes, and say "no other text".
- **State the shape**: square 1:1, portrait 4:5, vertical 9:16 or landscape 16:9.

TOOL 1

ChatGPT Playbook

Best for: quick edits to one part of an image and back-and-forth fixes.

- **Use the select brush.** Tap the brush icon on the image, paint only the area to change, then describe just that change.
- **One change per message.** Asking for five fixes at once usually makes a brand-new image.
- **Lock text in quotes.** Write the exact words and the font style, and forbid extras.
- **Turn flat art into a real object.** Upload a book cover or label and ask to see it as a physical product in a scene.

COPY-AND-PASTE PROMPTS

Edit background: Keep my product exactly as it is. Replace only the background with warm honed travertine and soft window light from the right. No props.

Exact text: Place the exact text "AUTUMN RELEASE" at the top center in a clean, wide-spaced sans-serif. Do not add any other words, badges or dates.

Book cover: Show this cover artwork on a real hardcover book standing at a slight angle on a dark stone ledge, studio lighting, soft shadow. Keep the artwork accurate.

TOOL 2

Google Gemini Playbook

Best for: realistic photos, lighting, skin tones and natural textures.

- **Talk like a photographer.** Lens, angle and light beat words like "hyper-realistic".
- **Describe the light setup.** Key light, fill light, rim light, soft shadows.
- **Use materials, not props.** Marble, satin, brushed metal, frosted glass, linen, seamless paper.
- **Say the frame shape.** "Vertical 9:16 with space at the top for a headline."

LIGHTING & LENS CHEAT SHEET

Product close-up: eye-level, 85mm lens, f/2.8, soft key light left, rim light behind.

Moody luxury: low-key lighting, deep shadows, single warm highlight, dark slate surface.

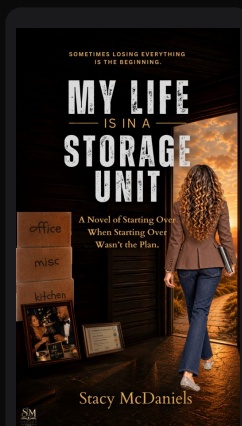
Clean & bright: soft even daylight, white seamless background, gentle contact shadow.

Lifestyle: natural window light, shallow depth of field, real surface with soft texture.

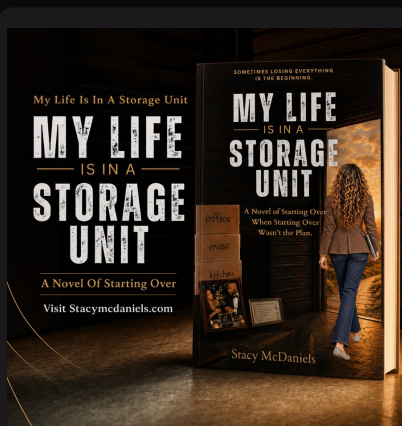
COPY-AND-PASTE PROMPT

Keep the candle from my photo exactly the same. Place it on polished black marble, 85mm lens, soft key light from the left, warm rim light, real reflection on the surface, vertical 9:16, empty space at the top. No other objects.

REAL EXAMPLES



ChatGPT: before (flat cover)



ChatGPT: after (real book)



Gemini: product photo

Examples made with Flair Snap using these prompt styles.

TOOL 3

Ideogram Playbook

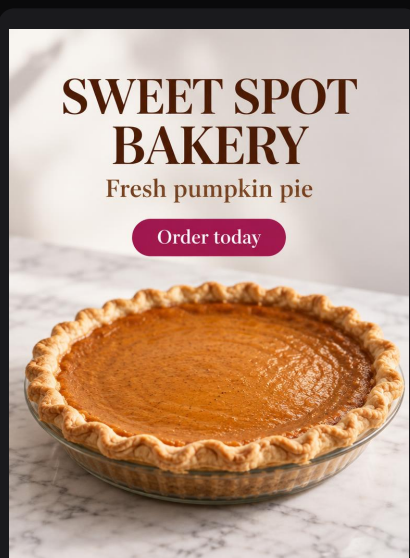
Best for: words on images - flyers, covers, badges, buttons and brand colors.

- **Quotes = exact spelling.** Put every word you want in double quotes and name the font style.
- **Pick one style.** Design for flyers and graphics; Realistic for product photos.
- **Magic Prompt.** Turn OFF when your words and layout are final; ON when you want ideas.
- **Remix your photo.** Upload it and set image weight around 60-75% to keep it recognizable.
- **Lock brand colors.** Add hex codes like #B80975, #0A0A0B, #2FD4BC in the color palette.

COPY-AND-PASTE FLYER PROMPT

A promotional graphic with the headline "SWEET SPOT BAKERY" in bold modern serif, a smaller line "Fresh pumpkin pie" and a pill button reading "Order today". A pie on a light marbled counter, soft studio light, balanced empty space. Style: Design. No script fonts, no extra words, no confetti.

REAL EXAMPLE



Ideogram: flyer from the prompt above

Examples made with Flair Snap using these prompt styles.

QUICK PICK

Which Tool When?

Use the right tool for the job and save time and credits.

Your goal	Best tool	Why
Exact words, flyers, covers, buttons	Ideogram	Most reliable spelling and layout
Fix one small part of an image	ChatGPT	Select brush edits one area
Realistic product or people photos	Gemini	Natural light, skin and textures
Fast finished visual from one photo	Flair Snap	No prompting needed

DON'T WANT TO PROMPT?

Let Flair Snap do it for you.

Upload one everyday photo and get a finished, ready-to-post visual. See your design free before you pay.

snap.flairdynamiq.com

Want it done for you?
flairdynamiq.com/flair-marketing-studio

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