

AI Image Prompt Builder

Six questions before you generate

Direct the image. Do not just prompt it.

You do not need 100 prompts open beside you. Start with the six questions below, then use the seven-part framework on page 2 to control every important visual decision before the model draws anything.

1**What am I showing?**

Subject, product, person, environment or idea.

2**What should people notice first?**

Visual hierarchy and the primary focal point.

3**Where should everything sit?**

Composition, negative space, foreground, background.

4**What should the image feel like?**

Camera perspective, lighting, color and mood.

5**What should make it feel real?**

Believable skin, materials, proportions, environmental detail.

6**Where will I use it?**

Final placement, aspect ratio, safe area, viewing size.

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The framework

SUBJECT / FOCUS / COMPOSITION / CAMERA / LIGHT / REALISM / DESTINATION

Answer each in one sentence. You are directing the visual decisions the model will otherwise guess at.

SUBJECT What are we actually	Your answer:
FOCUS What should the	Your answer:
COMPOSITION Where do subject,	Your answer:
CAMERA What perspective and	Your answer:
LIGHT What lighting and	Your answer:
REALISM What details make the	Your answer:
DESTINATION Where will the final	Your answer:

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Copy-ready example prompts

Four prompts you can adapt

Change the subject and destination. Keep the direction language. Compose for the final placement from the start.

Website hero (1920 x 1080)

Create a photorealistic website hero showing a small-business owner reviewing marketing performance at a modern desk. Position the owner on the right third of the frame and reserve clean negative space on the left for a headline. Use natural eye-level perspective, soft window light with subtle practical screen lighting, realistic skin texture and believable office details. Keep the background secondary. Compose specifically for 1920 x 1080 with the face, hands and important objects inside the central safe area.

Founder social post (1080 x 1350)

Create a candid editorial photograph of a founder working through a business problem at a desk rather than posing for the camera. Use a vertical 4:5 composition. Keep the founder large enough to remain clear on a phone screen and inside the central safe area. Leave a clean upper-left area for a short headline. Use realistic skin texture, natural office imperfections and high subject-to-background contrast. Compose specifically for 1080 x 1350.

Product lifestyle image

Create a believable lifestyle advertisement showing the product naturally being used in the environment where a customer would expect it. Make the product immediately recognizable as the primary subject. Use controlled commercial lighting, realistic materials and natural human interaction. Keep secondary props subordinate and avoid clutter. Reserve optional negative space for a short offer or campaign message.

Educational visual

Create a clean visual metaphor for a small business trying to manage too many disconnected marketing tools. Show one clear central concept rather than literal interface screenshots. Use realistic lighting and materials, a restrained brand-friendly palette and one unexpected visual element that communicates complexity immediately. Leave room for a short educational headline.

Why your AI image looks good but does not work

Diagnose which visual decision was skipped, then rewrite that part of the prompt rather than starting from zero.

Symptom	What was skipped
Wrong focal point	The viewer notices the background, prop or effect before the subject.
No headline space	The image is attractive but leaves nowhere for copy.
Wrong aspect ratio	A portrait concept forced into landscape or vice versa.
Weak mobile readability	The subject becomes tiny when viewed in a feed.
Plastic realism	Skin, materials or surfaces look overly smooth and artificial.
Generic posing	The person looks staged instead of engaged in a real activity.
Too many ideas	Several subjects and messages compete for attention.
Destination ignored	Generated without knowing the final placement.

Compose for the destination.

A 1080 x 1350 social post and a 1920 x 1080 hero are different compositions, not just different crops.