

Prompt cheatsheet: video

Values measured from 8,835 real prompts, most used first. Fragments are drop-in clauses. Write the aspects in the order shown and put the exclusions last.

Video

Order: duration > aspect > medium > shotSize > angle > movement > lens > dof > lighting > grade > motion > mood > audioBed > pacing > negatives

ASPECT	VALUES	FRAGMENT
Duration	6 seconds, 8 seconds, 10 seconds, 15 seconds, 30 seconds, 60 seconds	15-second cinematic clip.
Aspect ratio	16:9, 9:16, 1:1	Framed 16:9 for landscape playback.
Shot size	close-up, wide shot, medium shot, extreme close-up, establishing shot, two-shot, macro shot, over-the-shoulder, closeup	Extreme close-up on the texture, filling the frame.
Camera angle	overhead, low-angle, eye level, three-quarter, top-down, profile, high-angle	Low-angle looking up, subject towering over the lens.
Camera movement	push-in, tracking shot, handheld, orbit, locked-off, slow zoom, truck, slow dolly, parallax, pull-back, slow pan, whip pan, crane up, dolly in	Slow push-in toward the subject, ending tight.
Lens and focal length	35mm, macro lens, anamorphic, 100mm, 50mm, 85mm, 28mm, wide-angle lens, 32mm, 50 mm, fisheye, telephoto, 40mm, 35 mm	Shot on an 85mm lens, compressed and flattering.
Depth of field	shallow depth of field, bokeh, rack focus, f/1.4, f/1.8, f/2.0, soft focus, f/2.8	Shallow depth of field, background dissolving into bokeh.
Lighting	soft lighting, rim lighting, rim light, silhouette, volumetric lighting, golden hour, volumetric light, soft light, side lighting, chiaroscuro, key light, low-key, practical lighting, backlit	Soft lighting from a large source, shadows barely there.
Colour and grade	vibrant, pastel, film grain, black-and-white, natural color, high contrast, desaturated, crushed blacks, natural colour, low contrast	Vibrant saturated grade, colours pushed but not clipping.
Medium and style	cinematic, photorealistic, anime, documentary, 3d render, unreal engine, stop-motion, 35mm film, watercolor, vector, photoreal, claymation, line art, octane	Cinematic, shot on 35mm film.
Subject motion	reveal, float, drift, slow motion, glides, rotates, time-lapse, ripples, unfolds, hovers, cascade	The lid glides open on hidden runners, slow and even.
Mood	playful, energetic, whimsical, calm, dramatic, minimal, elegant, uplifting, moody, ominous, ethereal, luxurious, serene, nostalgic	Calm and unhurried throughout.
Audio bed	percussion, bells, ukulele, xylophone, piano, drums, bass, marimba, strings, synth, guitar, choir, handclaps, pads	Minimal deep electronic ambience with soft mechanical clicks.
Pacing and cuts		One continuous take, no cuts.
Resolution / quality tier	480p, 720p, 1080p, 4k, basic, high, ultra, pro, std, standard, bitrate_mode standard high	--resolution 4k
First/last frame anchoring	--start-image, --end-image, start frame, end frame, start = end, one-shot, loop, end-frame reveal, generic image/reference role , not a start-frame role	`--start-image` anchors the first frame. Prompt describes motion.
Ad format / mode (branded video)	ugc, ugc_how_to, ugc_unboxing, product_showcase, product_review, tv_spot, wild_card, ugc_virtual_try_on, virtual_try_on, hook, setting, ad reference	Looks like a real person filmed on phone
Edit instruction (video editing workflows)	make the jacket red, sketch, timestamp	--prompt "make the jacket red"

Rule out. Text and branding: text, logos, subtitles, watermark, watermarks, captions, on-screen text, text on screen; Anatomy and faces: extra limbs, distorted faces, extra characters, hands, extra fingers, extra animals; Content and safety: violence, scary imagery, scary elements, weapons; Audio: music, narration; Other: dialogue, copyrighted characters, talking, cuts, horror, humans, clothes, flickering