Nothing you are about to see is real. For real.

The following document contains:

⚠ photos that are not real photos
⚠ paintings that are not real paintings, and
⚠ people, places and things that do not exist.

The images you are about to see were all created by an AI tool called DALL·E 2.

All images are © Open AI.
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Preface

DALL·E 2 is a game-changing new tool for AI powered art creation, turning sentences into beautiful pictures in seconds. Like magic.

This book is designed as a free, visual resource to inspire your own creative DALL·E projects, with a particular emphasis on crafting original prompts in natural language.

This document was created by Guy Parsons and is published by the AI art website, the DALL·Ery GALL·Ery.

For more, subscribe to the DALL·Ery SUMM-Ary newsletter, subscribe on Instagram, follow me on Twitter, and check out the website.

This is an unofficial document, not affiliated with OpenAI.

All images within were generated by DALL·E 2 and remain © OpenAI.

In order to accelerate the compilation of this document, some examples have been taken from Reddit, social media and other sources, with credit to the prompter.
HOLY F*** WE ARE LIVING IN THE FUTURE
A prompt is a sentence, 400 characters or less, that describes the image you want.

Here are some random examples.

- full body photo of a horse in a space suit.
- A Grey Kitten Standing On A Pizza In Outer Space. The Kitten Is Eating A Piece Of Pizza. Pizza Slices Flying With Angel Wings In Background, Dark Cyan Galaxy And Stars In Background, 4K Photoshopped Image, Look At That Detail.
- A Portrait Of A Dog In A Library, Sigma 85Mm F/1.4
- An Oil Painting Of A Young Boy With Long Blonde Hair Sleeping In Bed With A Checkered Comforter
- A Male American High School Student Reading A Newspaper, In Chinese Watercolor, Award-Winning Painting
- A 3D Render Of A Teapot In The Shape Of A King With Red Hair, Realistic, Artstation, Cg
- Jackson Pollock, Air Jordan sneakers, digital art, product photography

Search for more on the unofficial DALL-E 2 search engine!
Prompt: grainy abstract experimental expired film photo of a woman in red dress, talking angrily on mobile phone, gesticulating angrily, in 1960s New York City by Saul Leiter, 50mm lens, cinematic colors, oversaturated filter, blur, reflection, refraction, distortion, rain drops, smears, smudges, blur, cinestill 800t

Prompt: 🌈🚀🤩, octane 3D render

Prompts can be very long – or very short!
DALL·E has not explicitly been 'taught' anything, like who Frida Kahlo is, or what a llama looks like, or what a wide-angle lens does.

It has just studied 650 million images & captions, and left to draw its own conclusions.

That's why there can't be a regular 'manual', based on functionality that the developers intentionally programmed in – even the creators of DALL·E cannot be sure what DALL·E has or hasn't 'learned', or what it thinks different phrases mean.

Instead, we have to 'discover' what DALL·E is capable of, and how it reacts. This document is a start!
Sometimes, less is more. Prompts can’t be more than 400 characters, in any case. And you can get amazing results from just a few emojis! But if you have a specific outcome in mind, then being specific in your prompt will help.

A simple adjective, like ‘action photography’, already embodies a lot of characteristics (about shutter speed, framing, lens choices, etc) that you might otherwise define separately.

There are ‘fingers-crossed’ prompt phrases, like AI-era prayers, hoped to mean ‘make it really good!’, such as 4k, 8k, high-quality, trending, award-winning, acclaimed, on artstation, etc. However, the precise impact of these has not been rigorously tested. But feel free to add them!

In text AI models, simple prompt tweaks have created huge boosts in performance: for instance, when a text generator is made to answer a math puzzle, starting with the words ‘Let’s think things through step-by-step’ makes it 4x more likely to get the right answer.

So no doubt, there are similar DALL-E hacks yet to be found…
You can borrow some photographic prompt terminology (especially for framing) to apply to illustrations: e.g. 'close-up.'

If you are generating mockups of 3D art, you can also define how that piece is photographed!

Adjectives can easily influence multiple factors, e.g. 'art deco' will influence the illustration style, but also the clothing and materials of the subject, unless otherwise defined. Years, decades and eras, like '1924' or 'late-90s', can also have this effect.

Even superficially specific prompts have more 'general' effects. For instance, defining a camera or lens ('Sigma 75mm') doesn't just 'create that specific look', it more broadly alludes to 'the kind of photo where the lens/camera appears in the description', which tend to be professional and hence higher-quality.

If a style is proving elusive, try 'doubling down' with related terms (artists, years, media, movement) years, e.g: rather than simply '…by Picasso', try '…Cubist painting by Pablo Picasso, 1934, colourful, geometric work of Cubism, in the style of "Two Girls Reading." Or try unbundling!)
Detailed prompts are great if you know exactly what you’re looking for and are trying to get a specific effect.

…but DALL·E also has a creative eye, and has studied over 400 million images. So there is nothing wrong with being vague, and seeing what happens! You can also use variations to create further riffs of your favourite output. Sometimes you’ll end up on quite a journey!

Putting together this document has been quite an undertaking, as it aims to cover all $10^{10^{48576}}$ possible DALL·E images (vs the $10^{80}$ atoms in the universe) and all possible subjects of images, which is to say, all possible objects and materials in existence, depicted in all known methods.

For 2D art, we’ve gone a little deeper, looking at particular art styles and art movements. But if you want to create images of buildings, for example, then learning more about architectural periods, famous architects, and names of architectural details will be helpful to create specific outputs. Same for candlesticks, cartoons or candy wrappers.

DALL·E knows a lot about everything, so the deeper your knowledge of the requisite jargon, the more detailed the results.
general vibes
Emotional prompt words

Positive mood, low energy 😊
light, peaceful, calm, serene,
soothing, relaxed, placid,
comforting, cosy, tranquil, quiet,
pastel, delicate, graceful, subtle,
balmy, mild, ethereal, elegant,
tender, soft, light

Negative mood, low energy 😞
muted, bleak, funereal, somber,
melancholic, mournful, gloomy,
dismal, sad, pale, washed-out,
desaturated, grey, subdued, dull,
dreary, depressing, weary, tired

Positive mood, high energy 😂
bright, vibrant, dynamic, spirited,
vivid, lively, energetic, colorful,
joyful, romantic, expressive,
bright, rich, kaleidoscopic,
psychedelic, saturated, ecstatic,
brash, exciting, passionate, hot

Negative mood, high energy 😱
dark, ominous, threatening,
haunting, forbidding, gloomy,
stormy, doom, apocalyptic,
sinister, shadowy, ghostly,
unnerving, harrowing, dreadful,
frightful, shocking, terror,
hIDEOUS, ghastly, terrifying
Curvaceous, swirling, organic, riotous, turbulent, flowing, amorphous, natural, distorted, uneven, random, lush, organic, bold, intuitive, emotive, chaotic, tumultuous, earthy, churning

Monumental, imposing, rigorous, geometric, ordered, angular, artificial, lines, straight, rhythmic, composed, unified, manmade, perspective, minimalist, blocks, dignified, robust, defined

Ornate, delicate, neat, precise, detailed, opulent, lavish, elegant, ornamented, fine, elaborate, accurate, intricate, meticulous, decorative, realistic

Unplanned, daring, brash, random, casual, sketched, playful, spontaneous, extemporaneous, offhand, improvisational, experimental, loose, jaunty, light, expressive

Big and free

Big and structured

Small and structured

Small and free
Looks, vibes, -punks, -waves

Vaporwave: neon, pink, blue, geometric, futuristic, ’80s.

Post-apocalyptic: grey, desolate, stormy, fire, decay

Gothic, fantasy: stone, dark, lush, nature, mist, mystery, angular

Cybernetic, sci-fi: glows, greens, metals, armor, chrome

Steampunk: gold, copper, brass, Victoriana,

Memphis, Memphis Group, 1980s, bold, kitch, colourful, shapes

Dieselpunk, grimy, steel, oil, ’50s, mechanised, punk cousin of steampnk

Afrofuturism: futuristic, and African!

Cyberpunk, 1990s, dyed hair, spiky, graphic elements.

Biopunk, organic: greens, slimes, plants, futuristic, weird

Check out this huge list!
photography
Thinking about photography prompts

- How is the photo composed?
- What is the emotional vibe of the image?
- How close are we to the subject? What angle?
- How much depth of field?
- How is the subject lit? Where from? How much light?
- Artificial or natural light? What colour? What time of day?
- What camera or lens? Macro, telephoto or wide angle?
- Where is it shot? in the studio or out in the world?
- What film or process is used? Digital or film?
- What year was it taken?
- In what context was this photo ultimately published or used?

Examples:

A close-up, black & white studio photographic portrait of SUBJECT, dramatic backlighting, 1973 photo from Life Magazine

A vibrant photograph of SUBJECT, wide shot, outdoors, sunset photo at golden hour, wide-angle lens, soft focus, shot on iPhone 6, on Flickr in 2007
Camera angles: proximity

DALL-E interprets these pretty loosely, and often provides candidate from the ‘neighbour’ framing, e.g: a close-up prompt might get extreme close-ups and medium shots in the mix.

**Extreme close-up**
Film still of a cackling man, bushy moustache, extreme close-up shot

**Close-up**
A close-up of a woman’s face, captured in low light with a soft focus. There is a gentle pink hue to the image, and the woman’s features are lightly blurred. Cinestill 800T. (Source.)

**Medium shot, mid-shot, waist shot** (depicts subject from waist up)
Film still of an elderly black man playing chess, medium shot, mid-shot
Also try ‘head & shoulders shot’

**Long shot, wide shot, full shot** (shows full subject + surroundings)
Film still of a woman drinking coffee, walking to work, long shot, wide shot, full shot

**Extreme long shot, extreme wide shot, X ‘in the distance’**
Film still, extreme wide shot of an elephant alone on the savannah, extreme long shot
When applying a pattern, try experimenting with perspective to get a more intriguing, less “flat” feel.
Camera settings + lenses

Fast shutter speed, high speed, action photo, 1/1000 sec shutter

Slow shutter speed, 1 sec shutter, long exposure

Bokeh, shallow depth of field, blur, out-of-focus background (via)

Tilt shift photography (via) Makes a narrow strip in-focus

Motion blur (Source)

Telephoto lens, Sigma 500mm f/5 Shot from afar, feels ‘voyeuristic’

Macro lens, macro photo (source) Sigma 105mm F2.8 - for small scenes

Wide angle lens, 15mm (source) Fits more of the scene in the frame

Fish-eye lens: distorts the scene, v. wide angle, the centre ‘bulges’

Deep depth of field, f/22, 35mm Make all elements sharp
Lighting prompts: natural + outdoor

**Golden hour**, dusk, sunset, sunrise - warm lighting, strong shadows

High-quality DSLR photo of cute pig in a big blue hat in a Dickensian back street at dusk, long shadows, beams of sunlight

**Blue hour**, twilight, cool, ISO1200, slow shutter speed

“Blue hour” photography, a fox sitting on a bench, cool twilight lighting, 5am.

**Midday**, harsh overhead sunlight, directional sunlight

Photograph of a stylish black man talking animatedly on phone, mid-shot, outdoors in LA, harsh overhead sunlight, midday, summer

**Overcast**, flat lighting,

Photograph of a stylish black woman listening excitedly on phone, mid-shot, outdoors in Chicago, overcast flat lighting, 4pm, cloudy afternoon

Tactical use of shadow & silhouette (vs illuminating your primary subject)

A Latina businesswoman, sat outdoors, mostly silhouetted in soft shadow, harsh sunlight, corporate plaza
Lighting prompts, artificial / indoor

- **Warm lighting**, 2700K
- **Cold**, fluorescent lighting, 4800K
- **Flash photography**, harsh flash
- **'Colourful lighting', defined colours** (e.g.: 'purple and yellow lighting')
- **Defined 'real' light source** (e.g.: police car lights, fireworks, etc)
- **High-key lighting**, neutral, flat, even, corporate, professional, ambient
- **Low-key lighting**, dramatic, single light source, high-contrast
- **Backlighting, backlit** *(source)* Adds a ‘glow’ around subj. edge
- **Studio lighting**, professional lighting, studio portrait, well-lit, etc *(source)*
- **Defined direction**, lit from above, lit from below, side lighting, etc
Kodachrome
Strong reds and greens. ([source](#))

Autochrome
Queasy yellow-greens + hot pinks.

CCTV, surveillance, security footage, dashcam, black-and-white

Disposable camera
Authentically amateur composition.

Lomography
Oversaturated, hue-shifted images.

Daguerrotype
Very early film stock, 1800s, vintage.

Polaroid, Instax ([source](#))
Soft focus, square, and flash-y.

Camera obscura, pinhole photography.

Cameraphone, (year)
Fuzzy, early digital photography

Double exposure. Name two subjects to combine them both.
Creative film types II

Cyanotype
Blue-and-white photo printing method

Black and white, Tri-X 400TX
Classic monochrome photography

Redscale photography
Makes things red, then more red.

Infrared photography
Weird film that makes plants pink

Bleach bypass
Muted look from Saving Pvt Ryan.

Instagram, Hipstamatic, 2015
Faux-retro filtered Noughties look.

Contact sheet
Get multiple images!

Colour splash
One colour, and everything else B/W.

Solarised
Some colours/parts are ‘negative’

Anaglyph
3D photography format. (Source)
Prompt hack: film & TV prompts, 'Film still of…'

You can name a specific film or TV show (ideally with the year in brackets) to ‘steal the look’, without needing to know the technical styles used.
You can also name non-existent media with genre + year prompts, e.g: 'from action-adventure film "SHIVER ME TIMBERS!" (1973)
Note: this prompt will also influence the background, costumes, hairstyles, and any other uncontrolled factors!

A man in a Grim Reaper costume, from...
Kermit the Frog, from...
A tall Black woman, drinking red wine, from...
A pile of books on a bedside table, from...
Two construction workers arguing intently, from...

TV show Friends, Season 3 (1997)
The Grand Budapest Hotel (2014)
TV series Frasier (1994)
Netflix show, Stranger Things (2016)
Jaws (1975)

TV show Starsky & Hutch (1975)
Blade Runner 2049 (2017)
'Breaking Bad', Season 4 (2011)
Citizen Kane (1941)
Amelie (2001)
Photo genres and usage contexts

You can sometimes get a coherent look just by specifying the context: is this photo from a fashion magazine, a hard-hitting exposé in a newspaper, or a wedding photographer’s portfolio?

“Photo of a 50-year old white man, silver hair, neat beard, wearing a red gilet, thick-rimmed glasses…”

action sports photography, fast shutter speed from ESPN

editorial fashion photography, from Vogue magazine

candid street portrait, photojournalism from The New York Times

professional corporate portrait, from investor prospectus

flash photography, event photography, film premier photograph from celebrity news website
Portrait photographer prompts, select tests

“Photo of a young Mexican woman in the style of...”

Many thanks to Michael Green for sharing the results of his research. Follow him on Twitter or Instagram!
Artists need to make a living. After all, it's only through the creation of human art to date DALL·E has anything to be trained on! So what becomes of an artist, once civilians like you and I can just conjure up art 'in the style of [artist]'?

Van Gogh's ghost can surely cope with such indignities – but living artists might feel differently about having their unique style automagically cloned.

Of course, DALL·E's policies disallow uploading images that you don't own the rights for. (Although unlike naughty words in prompts, Open AI really has no way of checking.)

But once an artist reaches a certain level of renown, and DALL·E has countered their art in the wild, it's possible for users to deploy the artist's style simply by prompting for it in text, at least in theory. (In practice, DALL·E 2 is currently quite hit and miss at mimicking particular artists, but in a year or two? Maybe not.) The debate around doing so is not without substance, although we should also remember that successful artists have always attracted loving imitators (and cynical impersonators) long prior to the advent of artificial intelligence.

Legally, although an artist's 'style' cannot be subject to copyright, derivative works of specific artworks could possibly construed as infringing. (They arguably aren't infringing - but then again, you might not be able to afford to defend yourself.)

Only artists who died before 1951 (70 years ago) now have their artwork safely in the public domain.
1) an original artwork by Simon Stålenhag

2) right, a DALL·E generation for the prompt: Monumental old ruins tower of a dark misty forest, overcast, sci-fi digital painting by Simon Stålenhag

3) below, digital artworks by human artists 'inspired by' Stålenhag, on Behance
A few final photography ideas

1. Don't forget, **you can still edit your images in familiar tools** like Photoshop, Lightroom, Snapseed and Instagram. So when it comes to colour grading or vintage effects, it might be easier to use these!

2. If your output has a human face in, **you won't be able to re-upload the file later** to inpaint/outpaint/uncrop - but you can edit it **now**, directly in DALL·E. (This doesn't apply to illustrations!)

3. **DALL·E also knows about a lot of photographers, directors, movies** - more than could possibly be documented here. But expect to see more examples in Version 2 of this document, coming soon!

4. **Try TenCent's free face restorer AI to make minor facial tweaks.** Note, it will only remove small artefacts and blurred details, not change the geometry of a face altogether (it assumes the input is a real photograph that's been damaged)

5. **Are you sure you want a photo?** Ask yourself if this is something that could realistically be photographed: e.g, it's easy to draw 'a mouse and elephant that are friends', but because they are such different sizes in reality, it's very difficult to create a plausible photo that brings it to life. (In fact, DALL·E will sometimes resort to generating 'toy animals' that can conceivably be photographed together)

6. If you just want a very clear photo of your subject, rather than a candid situation or location, ask for 'studio lighting' or 'studio photography'

Digital art of portrait of a Chinese man, holding a DSLR camera, excited facial expression, head-and-shoulders shot, white background, cute Pixar character, houdini 3D render
Illustration styles, analog media, monochrome

Stencil, street art, Banksy (source)
Ballpoint pen art (source)
Pencil sketch (source)
Pencil drawing, detailed, hyper-detailed, very realistic (via)
Political cartoon from U.S. newspaper

Charcoal sketch (source)
Woodcut (source)
Field journal line art (source)
Colouring-in sheet (source)
Etching (source)
Illustration styles, analog media, colour

- Crayon (source)
- Child's drawing / children's drawing (source)
- Acrylic on canvas (source)
- Watercolor (source)
- Coloured pencil, detailed (Source)
- Oil painting (source)
- Ukiyo-e (source)
- Chinese watercolor (source)
- Pastels (source)
- Airbrush (source)
Illustration styles, digital media

Alegría, 'corporate memphis'

Collage, photocollage, magazine collage (source)

Vector art (source)

Watercolor & pen (source)

Screen printing (source)

Low poly (source)

Layered paper (source)

Sticker illustration (source)

Storybook (source)

Digital painting (source)
Illustration styles, instructional

- Blueprint (source)
- Patent drawing (source)
- Cutaway (source)
- IKEA manual (source)
- Instruction manual (source)
- Botanical illustration (source)
- Mythological map (source)
- Voynich manuscript (source)
- Scientific diagram (source)
- Voroni diagram (source)
Illustrations, 3D + textured

Isometric 3D (source)

3D render, houdini 3D, octane 3D, ZBrush, Maya, Cinema 4D, Blender

Claymation, Aardman Animation, (source)

Felt pieces (source)

Fabric pattern (source)

Black velvet, Edgar Leeteg (source)

Scratch art, foil art, gold on black

Perler beads (Hama beads)

Screenshot of X from (game, real or imaginary, console, year) (via)

Tattoo (source)
Illustration styles, character + cartoon

Character reference sheet (via)

Comic book art (source)

Anime (source)

Pixar (source)

Studio Ghibli (source)

Vintage Disney (source)

Pixel Art (source)

1990s Disney, cel shading (source)

1970s grainy vintage illustration (source)

Hanna Barbera, 1960s, Scooby Doo, Flintstones, Jetsons, etc
in the style of… (animated TV shows + films)

South Park

The Simpsons

Spirited Away (source)

Family Guy

Bojack Horseman (source)

Adventure Time (source)

Powerpuff Girls

vintage Looney Tunes (1961) (source)

Pixar’s 'Up'

The Far Side (print comic) (source)
in the style of... (particular illustrators)

- Beatrix Potter (Peter Rabbit etc)
- Quentin Blake (from Roald Dahl books, etc)
- Hayao Miyazaki (Studio Ghibli) (source)
- Bill Watterson (Calvin & Hobbes)
- Maurice Sendak (Where the Wild Things Are)
- Ralph Steadman (Fear & Loathing, etc) (via Discord)
- Norman Rockwell (source)
- Dr. Seuss (source)
- Tove Jansson (The Moomins)
- Wanda Gág
Early art history: ancient, medieval, Dark Ages

Cave paintings, prehistoric, Lascaux, primitive.

Ancient Egyptian mural, tomb, fresco, register, hieroglyphics.

Ancient Egypt papyrus, Book of the Dead, well-preserved.

Fayum portrait, Mummy portrait, from Egypt, from Luxor, on wood.

Decorative Minoan mural, 2000 BCE, artefact, ancient.

Roman mosaic, Ancient Rome, opus tessellatum.

Ancient Roman painting, Fourth Style, Third Style, second Style, Pompeii

Nuremberg Chronicle, 1493, Liber Chronicarum, Michael Wolgemut

Byzantine icon, Christian icon, halo, painting, Eastern Roman.

Gilded codex, lavish, illuminated, manuscript, vellum, well-preserved
Renaissance - modern art movements

Renaissance painting (1400-1600) (source)

Mannerism, Mannerist (1500-1600)

Baroque, 17th c, Velázquez, Caravaggio, Vermeer (source)

Rococo, 1730, late Baroque, Antoine Watteau (source)

Neoclassicism, capriccio, 18th c, Angelica Kauffmann (source)

Realism, realist, 19th century, Gustave Courbet

Art Nouveau

Impressionism, Monet, Renoir

Post-Impressionism, Cézanne, Gauguin, van Gogh, Seurat

Symbolist painting, symbolism, dreamlike, 19th century
Modern art movements

**Art deco**, 1925, vintage, streamline moderne, luxury, poster (source)

**Abstract expressionism**, paint splatters, Jackson Pollock (source)

**Bauhaus**, 1930s, geometric, Paul Klee, Wassily Kandinsky (source)

**Colour field painting**, abstract, Rothko, 60s, Clyfford Still (source)

**Cubism**, cubist, 1910, Picasso, Georges Braque (source)

**Constructivist**, constructivism, Russian, design, 1915, Soviet-era (via discord?)

**Dada**, Dadaism, Dadaist, 1920, absurd, nonsense, collage, assemblage, cut-up, photomontage

**De Stijl**, neoplasticism, Piet Mondrian, Theon can Doesburg, 1920, Dutch (source)

**Expressionism**, expressionist, 1912, German Expressionism

**Fauvism**, fauvist, 1905, Andre Derain, Henri Matisse (source)

**Rothko**, abstract, 60s, Clyfford Still (source)

**Modern art movements**
Modern art movements II

**Futurism**, Futurist, 1913, Italian, aeropittura, dynamism

**Metaphysical painting**, de Chirico, Italian, Carlo Carrà

**Surrealism**, surrealist, Magritte, Dali, Andre Breton, Max Ernst

**Pop Art**, Warhol, 1960s (source)

**Suprematism**, abstract, geometric, Kazimir Malevich, 1913,

**Mexican muralism**, Diego Rivera, José Clemente Orozco, David Alfaro Siqueiros

**Neo-Expressionism**, 1980s

**Orphism**, Orphist, František Kupka, Robert Delaunay, Sonia Delaunay

**Street art**, graffiti, urban public art, independent

**Street photography**, urban, candid, flaneur, unposed
All in all, I've found DALL-E struggles to convincingly or reliably generate pastiches of artists. The outputs are usually aesthetically pleasing, but tend to lack the very specific style that you'd expect. One confounding factor is that an individual artist may actually utilise many different styles during their career (and the training set may include a lot of the artist's minor or less-celebrated work, like preparatory sketches) whereas our conception of an artist's "look" tends to be based around a few key masterpieces.
More distinctive artist styles

- Thomas Kinkade
- Lisa Frank
- Basquiat
- Simon Stålenhag
- Zdzisław Beksiński
- HR Giger
- Robert Crumb
- Hieronymus Bosch, The Garden of Earthly Delights
- Gustav Klimt, symbolist, gold leaf, 1908
- Roy Lichenstein, half-tone dots, comic detail, pop art
3D artwork
Sculpture & statue material examples

- Bronze statue
- Marble statue (source)
- Terracotta warriors (source)
- Jade sculpture (source)
- Gold, silver, etc (source)
- Butter sculpture (source)
- Sand sculpture (source)
- Topiary, plant sculpture (source)
- Ice carving (source)
- Plastic, fiberglass (hello)
Things for human bodies

Clothes, shoes, and individual clothing items (source)

Costumes, outfits, costumery, theatrical, Halloween, cosplay

Hairstyles, haircuts

Nail art

Tattoos and body art

Fashion, fashion photography, fashion & haute couture

Historic / futuristic attire, armor, technology, alternate history, imaginary culture, fantasy (source)

Jewellery, necklace, rings, etc (source)

Accessories, bags (source)

Makeup, cosmetics, face paint (source)
Places and spaces

Architecture, buildings, wings

Stage sets, theatrical sets, TV sets

Domestic interiors, home design

Commercial interiors, hospitality, public buildings, workplaces

Gardens, landscaping, natural, outdoor spaces

Inflatables, parade floats, hot air balloons

Attractions, installations, theme parks, educational spaces, venues

Furniture, furnishings, rugs, sofas, beds, curtains, etcetera

Events, festivals, event design, event planning, event decoration

Public realm, streets, squares, plazas, cityscapes
Crafty arts: paper & textiles

Papercraft, origami ([source](#))
Diorama, dolls house ([source](#))
Pop-up book
Paper embossing
Papier mache

Needle felting ([source](#))
Appliqué needlework
Embroidery ([source](#))
Knitting patterns
Amigurumi ([source](#))
Crafty arts: ceramics & glass

- Ceramic, bust, Kintsugi
- Clay, pottery, sculpture [source]
- Porcelain
- Azulejo, Portuguese blue-and-white painted tile art
- Stained glass [source]
- Glass paperweight
- Snowglobe
- Bubblegram
- Crystal figure
- Tile art, mosaic [source]
"Photographing' your work

Aside from defining the subject, don’t forget you can also use photography prompts to control how DALL·E depicts it. See the photography section for more.

...surrounded by foliage, dreamy autochrome pinhole photography.

...studio photography, dark grey background, softly backlit, gentle smoke effect, photo courtesy Museum of Art.

...dramatic low-key neon lighting, light painting, editorial photo from magazine.
techniques
Edits: fixing a detail

Source image: "Film still, two construction workers arguing intently, over-the-shoulder shot, colourful cinematography from Amélie (2001)"

The face is a bit wonky. Let’s get DALL·E to try again, shall we?

Delete the offending detail

Prompt for the whole image, but now we can spend more words describing the missing detail: ‘A man in an orange construction vest, intent expression, close-up on face, ocular reflections, furrowed eyebrows’

Final image, plus a pass from ARC’s free Face Restorer.

A bit better: still not perfect though! We could have obviously tried generating more variations and tweaking the face prompt to get an even more realistic result.
Edits: replacing the subject

This works especially well for photos, as the lighting, shadows and composition are in harmony with where your new subject is going to be. Basically, replacing a previous 'focal point' tends to work better, than filling an an empty space where there was nothing.

1) Erase the element you want to replace

2) Prompt for the entire replacement image (both the new thing and what you’re keeping): ‘Alien ruins, made of black stone, in an unusual landscape, sunny day’

Final image. Easy!

Source image: Unsplash photo from Jonathan Formento.

Let’s get rid of the arch!
Edits: replacing the background

Source image, generated by DALL·E.
Let’s put our subject somewhere less gloomy.

Aggressively delete the background. Unlike regular Photoshop, you don’t need to worry about losing some of the edge of the subject - the AI will be smart enough to rebuild it.

Prompt for the entire replacement image (both the new thing and what you’re keeping): ‘An oil painting of a boy in red coat, sat on a boulder, in a misty woodland clearing, campfire in background, warm fire glow, cosy fantasy art’
Edits: simple uncropping / 'outpainting'

This is not (yet!) 'built in' to DALL·E - you'll need to use another image editing tool as part of the process. It's very easy though!

Personally, I like PhotoPea, the free online Photoshop alternative.

This process will not work if the source image contains a photo-style depiction of a human face, as DALL·E currently blocks the upload.

1) Download the image, import into PhotoPea etc
2) Shrink the image (or expand the canvas) so it is surrounded by blank space
3) If the blank space is white, delete that layer or pixels, so it's transparent
4) Export as a PNG
5) Upload it to DALL·E and choose 'edit'
6) Delete at least one pixel of the image, using he eraser tool
7) Add a text prompt, could be the same as the original or with additional descriptive focus on surrounding: Oil painting, portrait of a boy with a sloth in a vintage office, mid-century modern design, painting by Frida Kahlo (1932), from Mexican Modernism exhibition
Edits: uncropping, prompts & positioning

1) Rather than simply zooming out 50%... **try using the source image in different positions, sizes + rotations**
2) Rather than repeating the same prompt as source, **try entering different text that clearly defines the blank area**
3) Rather than using the entire square source image... **try using the in-built erase tool to crop it back a little**

Here we: put our source image to one side, crop it back slightly, don't shrink it, and give a prompt to create a new character: "Oil painting, **two women looking over their shoulders, towards the viewer, mysterious facial expression, red headscarf, blue headscarf, exquisite detail, acclaimed masterpiece**"
Edits: uncropping, zooming out forever

Of course, we can take any uncropped image and continue uncropping that, in a recursive process that zooms out infinitely. This can make for some pretty cool videos, especially if you keep each uncrop consistent and central (as in the first example), although producing a video like this currently requires some technical chops - and a program like After Effects or Da Vinci Resolve.

In this example we: put the source image up top, shrink it to be quite small, then prompt for a background: 'Oil painting of two women standing waist-deep in water, mysterious underground lake, flooded cavern, ripples, ethereal lighting'
Edits: uncropping, context jumping

We can also put our source image in a different context: in a frame on a wall, as a reflection in someone's eye, in a 'WANTED' poster, or something else that suddenly reveals a 'new layer of reality.'

Here we: position the source image non-centrally, crop it slightly, remove the DALL-E watermark, make it quite small, then prompt for a background: 'Framed oil paintings above a fireplace, ornate gold frames, in a Victorian study, detailed digital illustration'
Edits: making landscape + portrait images

Like uncropping, this also requires an image editor like PhotoPea. This time you'll need to use it twice!

1) Take your source image
2) In an editing tool, drag it to one side, leaving the blank space transparent.
3) Export this as a .PNG, upload it to DALL-E, and choose 'edit'
4) Delete any pixel, then prompt for the new image, e.g: *alien spacecraft in the cosmos*
5) Finally, combine the two new images in a photo editing tool. Make the canvas bigger, then drag the new image to line up with the old one. Use the 'Difference' layer mode - when the overlapping area goes totally black, you're done!
Edits: making ultra-HD murals

By repeating the previous process multiple times, you can create infinitely wide or tall images, either extending along one axis (as in panoramas or skyscrapers) or in both directions at once. (If you expand into all directions, remember that you will eventually need to overlap images on multiple sides, so everything lines up in the final edit.)
Edits: combining images, low-res version

You can use DALL·E to combine two separate images into a single scene. This only really works if they're similar in style - DALL·E will struggle if you're trying to combine a pencil sketch and photo, for example.

In a photo editing app, place your two source images onto a single square frame. Delete the background so it's transparent, export as a .png, and upload it to DALL·E with a prompt.

Two Jedi warriors, lightsabers extended, encourage you to move forward into battle

Octane render, fisheye lens, shallow depth of field, flooded basement with water halfway up the room, mice floating on wooden barrels for safety

(via a community experiment on Reddit. Images generated by Daniel BLN)
Edits: combining images, widescreen version

You can use DALL·E to combine two separate images into a single scene. This only really works if they're similar in style - DALL·E will struggle if you're trying to combine a pencil sketch and photo, for instance,

1+2) Gather your source images
3) In an editing tool, create a square image where the opposing edges are visible. leaving the gap transparent
4) Export this as a .PNG, upload it to DALL·E, and choose 'edit'
5) Prompt for the scene, including the gap content. e.g 'girl riding horse, green hills'

6) Finally, combine the three images in a photo editing tool. Make the canvas bigger, then drag the new image to line up with the old one. Use the 'Difference' layer mode - when the overlapping area goes totally black, you're done!
Putting it all together

By using repeated edits, variations, reprompts, inpainting, uncropping, and more, you can continue to tweak an image to your heart's content - although you might get through a lot of your 50 daily variations just to create one image!

In the video on the right, created by @ScottInAllCaps, you can see the many steps they went through to generate the final image – a great example of powerful DALL·E usage, beyond simply trying lots of different text prompts.

Video not loading? See it here on Reddit.
Variations: going on a weird journey

'Variations' are a great way of creating 'similar' images to an input. Naturally, each image subtly differs from its source. If you keep making variations of variations, you'll slowly wander into new aesthetic territory – uncovering uncanny visuals you might not have been able to manifest with language alone.
Variations: going on a weird journey

Variations’ are a great way of creating ‘similar’ images to an input. Naturally, each image subtly differs from its source. If you keep making variations of variations, you’ll slowly wander into new aesthetic territory – uncovering uncanny looks you might not have been able to manifest with language alone.

Details and subjects slowly take on new significance - a geometric tattoo sketch becomes a coffee ring, a scratch becomes a spider, a swirl becomes a moon.
Variations: going on a weird journey

You can start a variation with any image you own the rights to: a DALL-E output, your own illustration or photograph, or a free asset like public domain artwork. In this example, we just did a doodle on a notepad and uploaded a photo of it, ending up with a deeply weird photograph of a child with vertiginous hair.
showcase
On Twitter, @Lapinedelaterre is crafting a mythology of rabbits. And mirrors. And a ritual: an occult truth that, her work implies, has been with us since the dawn of time.

Or at least the dawn of rabbits.
Each day, AI artist Merzmensch Kosmopol prompts DALL·E for a good morning, in a different style each time.

Here are a few charming results.
Smoke it up

In his fantastic article on DALL·E 2, artist Thomas Voland shares some of his work and prompts. This set of all images all make creative use of smoke, fog and mist to generate drama, colour, depth and intrigue.
Creature feature

On Instagram, creative director C Nelson uses DALL·E to create a universe of amazing, loveable furry monsters.

Follow them on @dailydall.e
Appear here! Yes, you…

You are reading the First Edition of the DALL-E Prompt Book. The next edition will feature even more great ideas - and you can help!

💡 share your tips, hacks + discoveries
😊 be featured in the showcase section
👨‍💻 contribute a breakdown of key terms in your speciality, from character design to architecture

Share 4 - 10 images with prompts, any further information, and your bio, at guy@copytofollow.com.
Links & further reading

Communities + social
- DALL·Ery GALL·ery on Instagram
- Official DALL·E Instagram
- #DALLE and #DALLE2 tags on IG
- The /r/dalle2 subreddit
- The official /r/dalle2 Discord (for people with DALL·E access only)
- #dalle + #dalle2 on Twitter
- Twitter list of DALL·E users + creatives
- Other Discords: DALL·E community server, AI prompt sharing

Tools
- Other AI generators: Wombo, StarryAI, NightCafé, MidJourney, Disco Diffusion, Crayon, Google Imagen (closed), Google Parti (closed)

Useful helpers
- Snapseed (editing + grading)
- PhotoPea (free PS alternative)
- Procreate
- Capcut (freely animate photos)
- TenCent face restore
- remove.bg (remove background)
- iOS photo editing + animating tools generally (e.g: the Lighttricks suite)
- GPT-3 text AI

Free art resources for inpainting, variations, etc:
- Artvee: public domain art history
- Unsplash, Pexels, Barn Images, Jay Mantri, Flickr Creative Commons: free photography
- Vecteezy, Lapa: free illustrations and drawings

Other prompt inspiration
- gallery_gallery
- AI art wiki modifiers
- List of aesthetics
- Prompt eng, Google Doc
- Google Arts & Culture Hub
- Photography description words
- Flickr Camera Finder
- Random prompt generator
- DALL·E search tools: one and two

Field reports
- How DALL·E 2 actually works
- ArtStyle.ai
- On DALL·E: Thomas Voland
- The Work of Propogating Spores
- DALL·E 2 is my new Guitar Hero
- The Origin of Vibe Shifts
- Generating Children’s Stories
- Creating infinite zoom movies
Thanks & notes

Thanks to Rundy & Luc for creating this sweet Google Doc, after which the plentiful 'cats, in sunglasses, on chairs' you've just seen are based. The AI Art Creation wiki was also pretty helpful.

Thanks, of course, to Open AI for bringing DALL·E into the world, Joanne for managing the artist track, and Aditya for referring me to the test program!

My love to the DALL·E subreddit community and everyone who shares their work there, and the moderators who keep things vibing nicely. More broadly, thanks to everyone who shares their DALL·E work in the Discord, on Twitter, or elsewhere online for the inspiration.

Due to DALL·E's generation limits, I've curated some pre-existing images to illustrate many prompts, so special thanks to everyone whose output has made an appearance here. And thanks to the creators of two different DALL·E search tools for making it easy to find examples!

Finally, thanks to Abby for enduring her DALL·E widowhood over the past few days as I've put this book together!