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# DALL-E 2 prompt book



# 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

Digital art of a man looking upwards, eyes wide in wonder, awestruck, in the style of Pixar, Up, character, white background



**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.

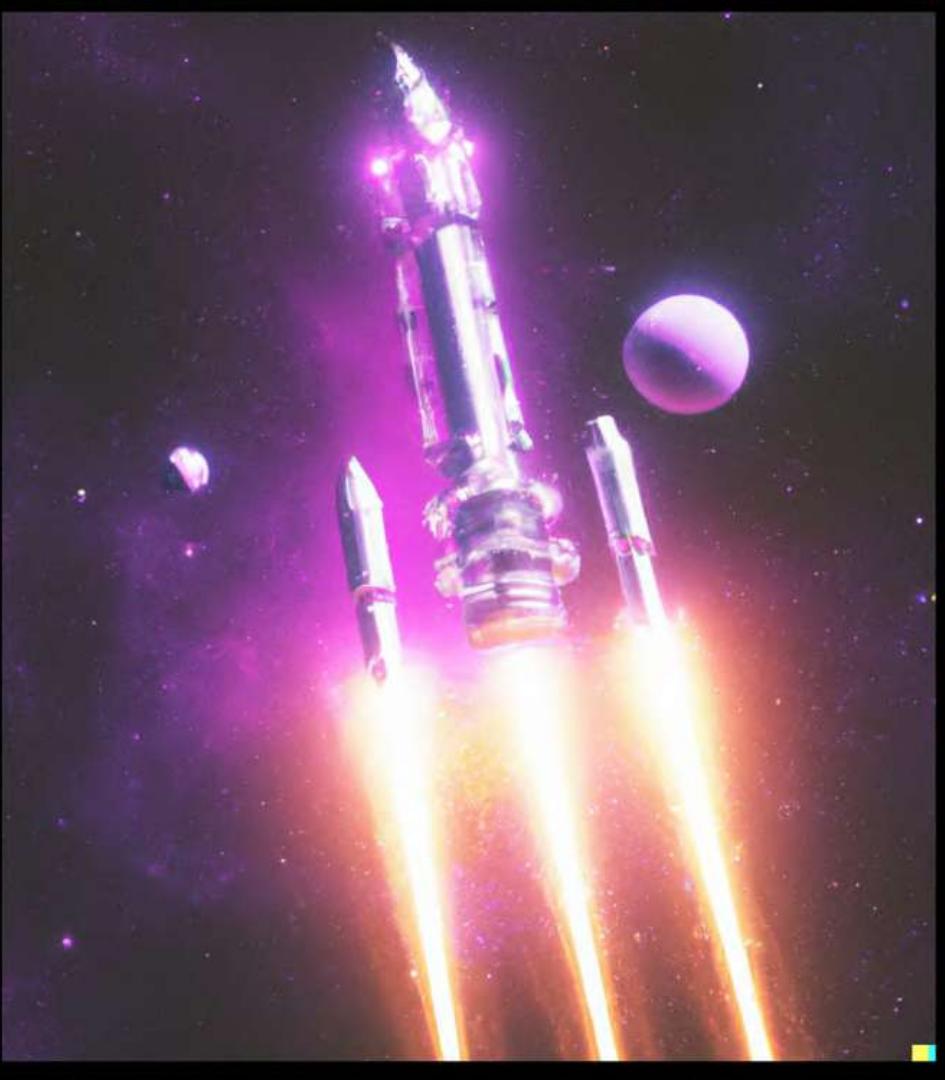
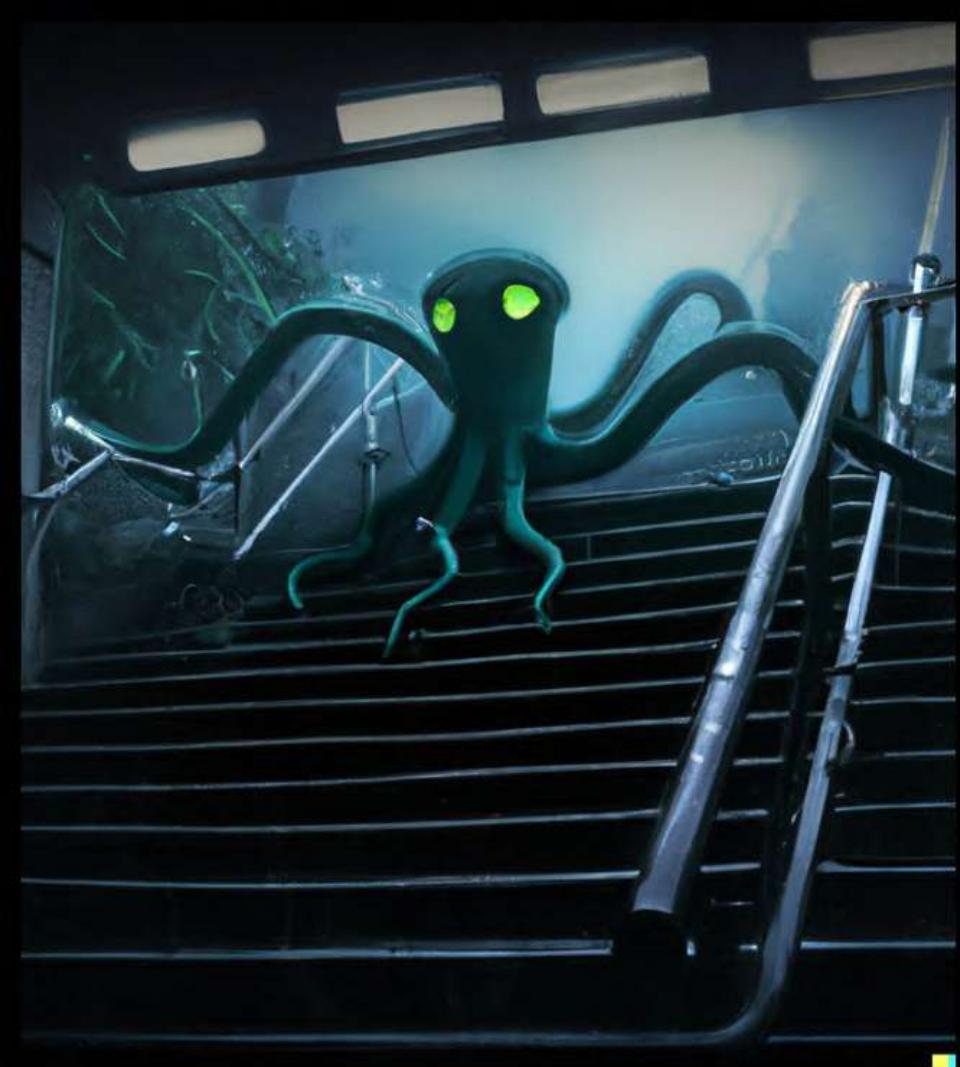
This document was created by Guy Parsons and is published by the AI art website, the [DALL·Ery GALL·Ery](#)

For more, [subscribe to the prompt/response 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.**

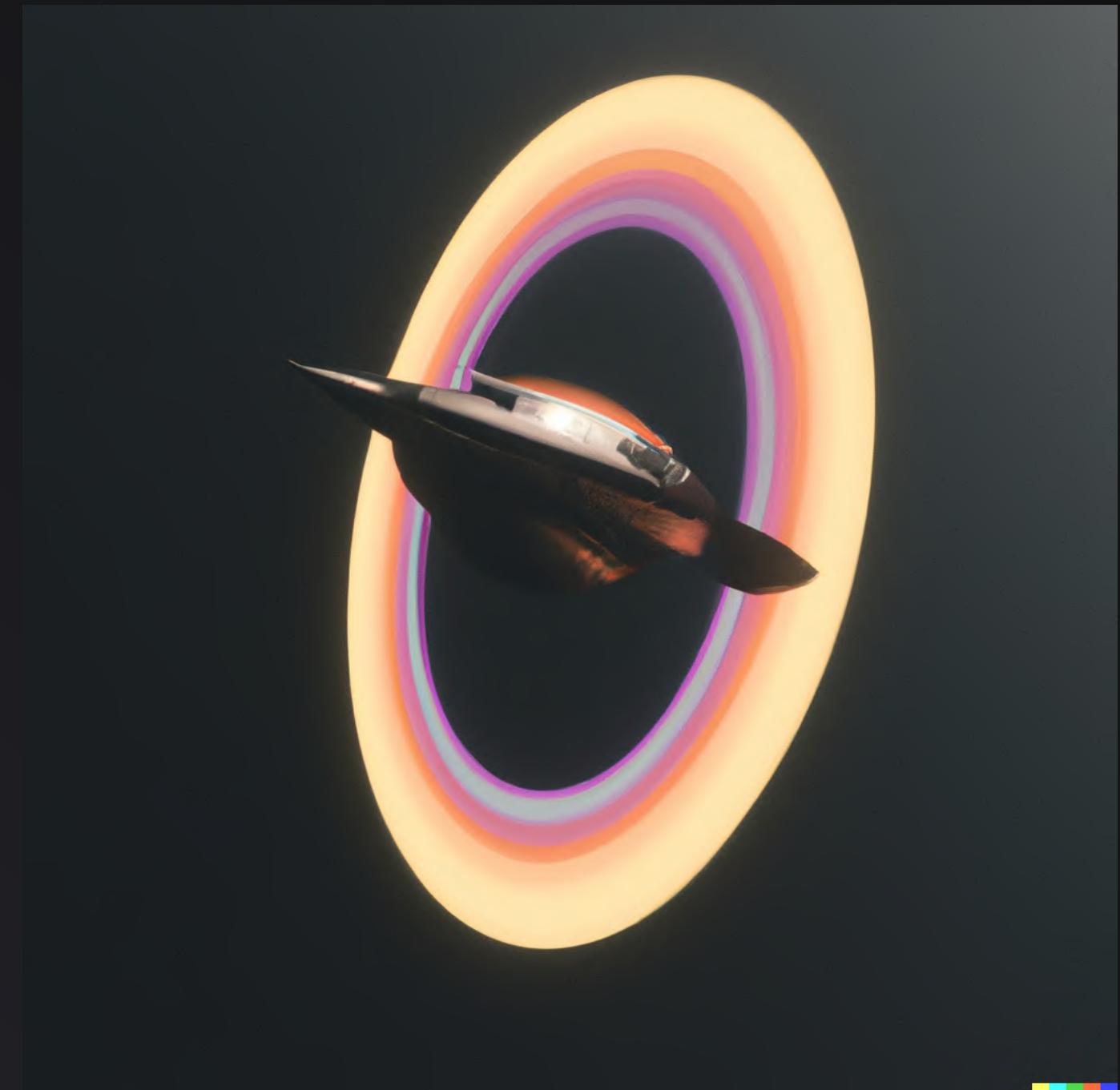
- [full body photo of a horse in a space suit.](#)
- [A Charming Hedge Maze Dotted By Rose Bushes And Intricately Designed Lampposts, Digital Art, Trending On Artstation.](#)
- [A Grey Kitten Standing On A Pizza In Outer Space. The Kitten Is Eating A Piece Of Pizza. Pizza Slices Flying With Angel Wings 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!](#)**

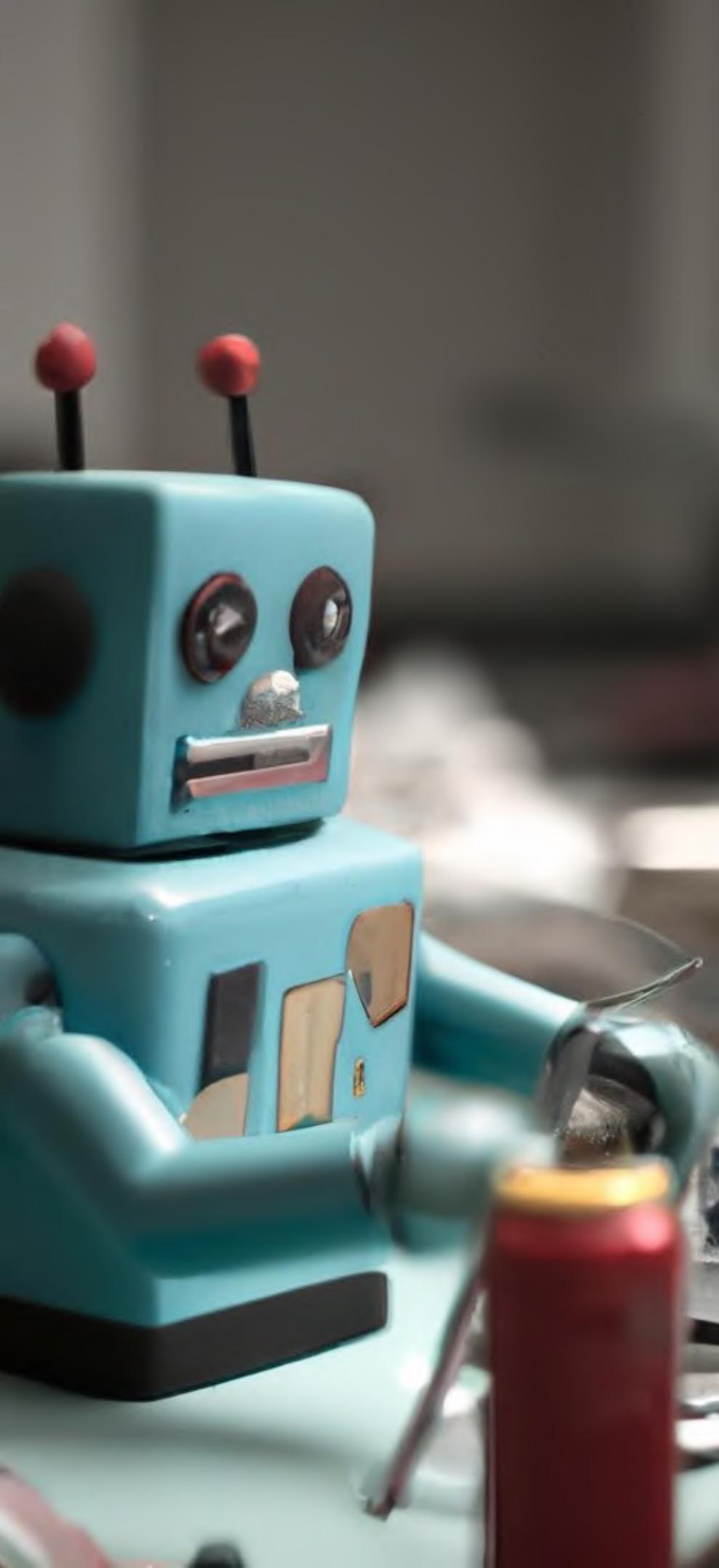


**Prompt:** grainy abstract experimental expired film photo of a woman in red dress, talking angrily on mobile phone, gesticulating angrily, in 1960s New York City by Saul Leiter, 50mm lens, cinematic colors, oversaturated filter, blur, reflection, refraction, distortion, rain drops, smears, smudges, blur, cinestill 800t

# Prompts can be very long – or very short!



**Prompt:** 🌈🚀🚀, octane 3D render



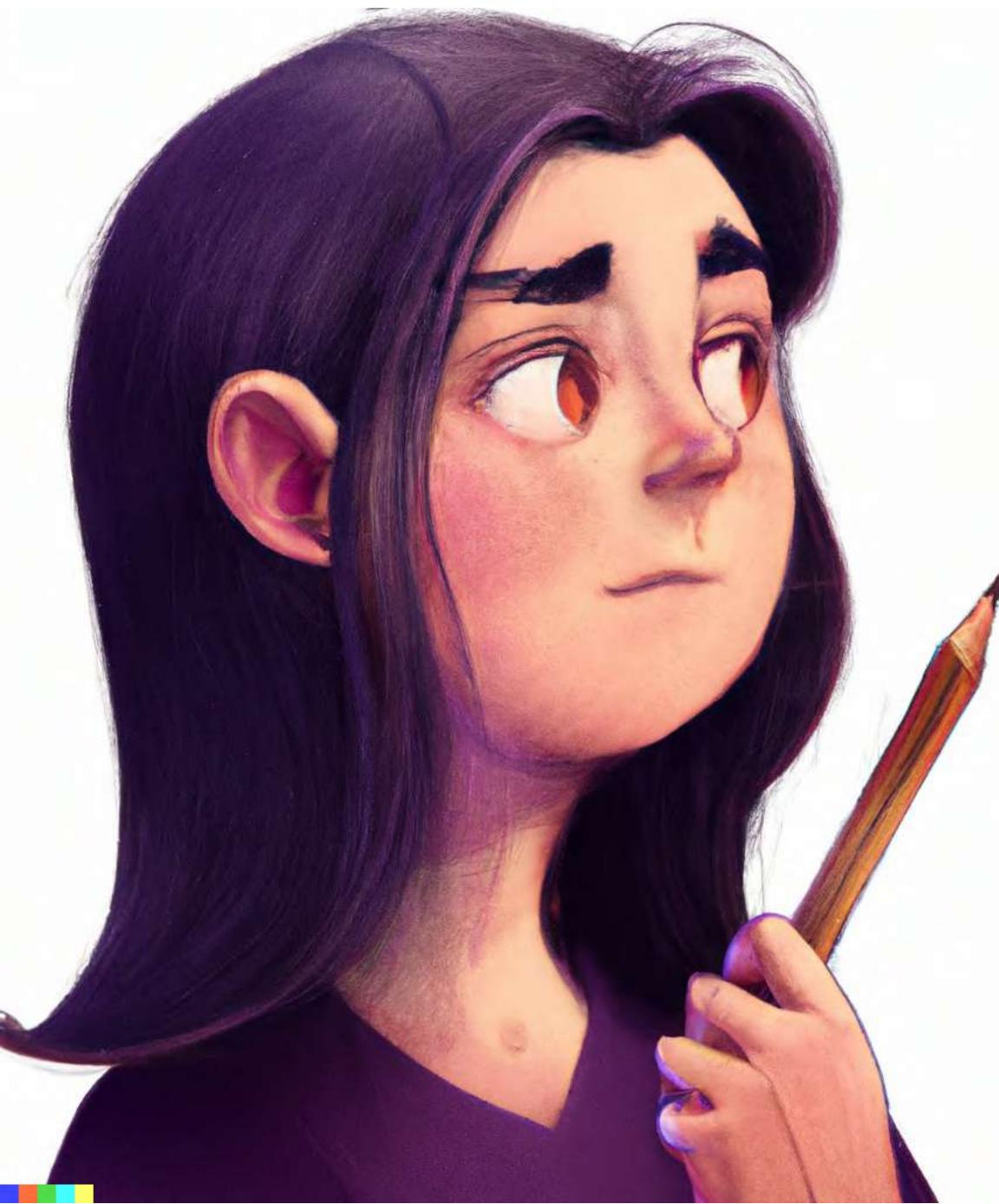
**DALL-E has not explicitly been 'taught' anything, like who Frida Kahlo is, or what a llama looks like, or what a wide-angle lens does.**

**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!****

# Prompt design



**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...

# Prompt design



You can borrow some photographic prompt terminology (especially for framing) to apply to illustrations: e.g: '*close-up*.'

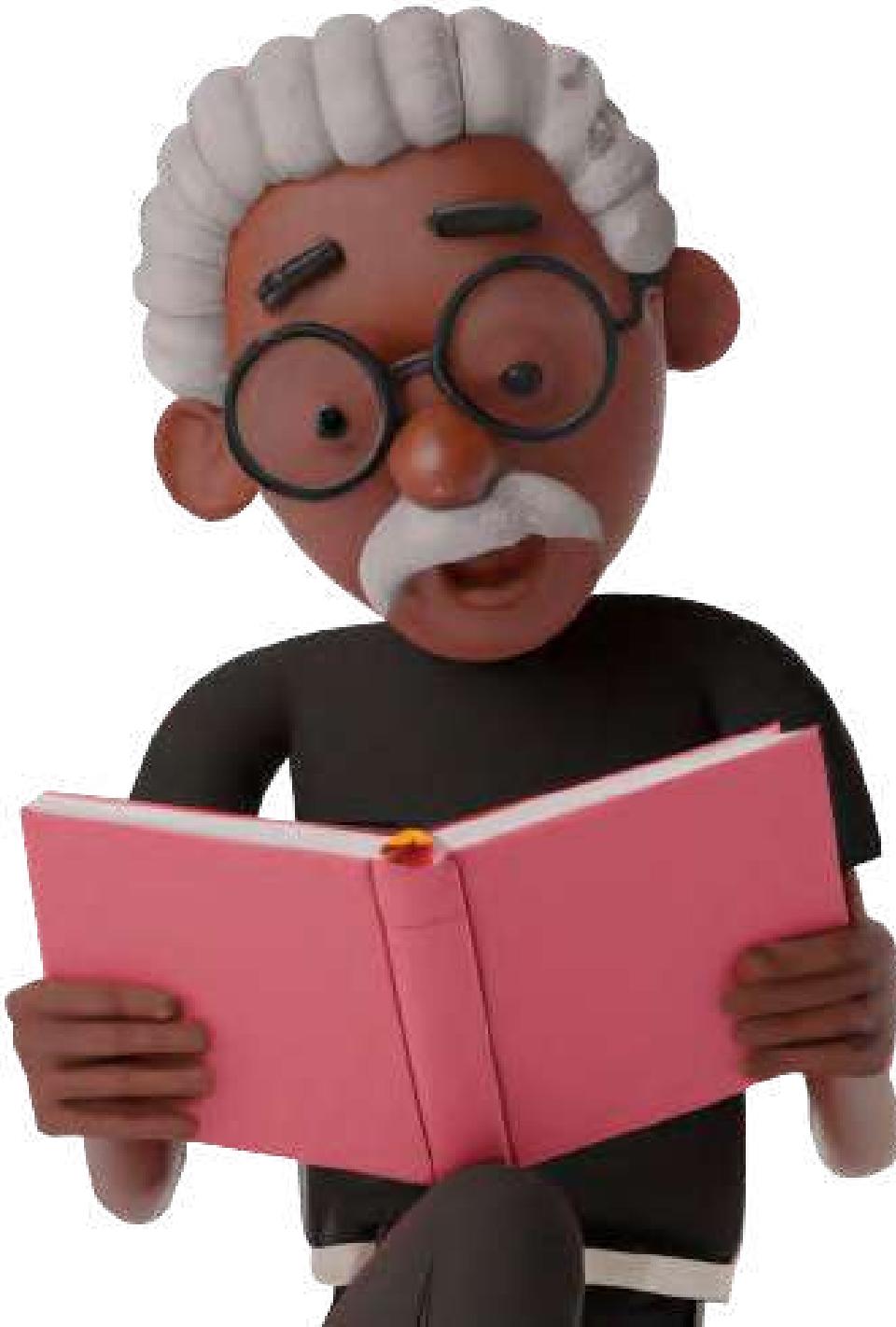
If you are generating mockups of 3D art, you can also define how that piece is photographed!

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!

# Prompt design



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!

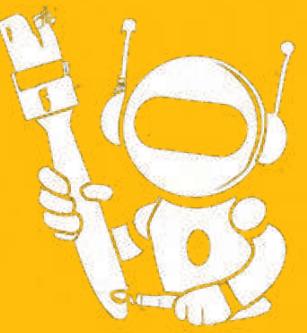
Putting together this document has been quite an undertaking, as it aims to cover all  $16777216^{1048576}$  possible DALL·E images (vs the  $10^{80}$  atoms in the universe) and all possible *subjects* of images, which is to say, all possible objects and materials in existence, depicted in all known 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.

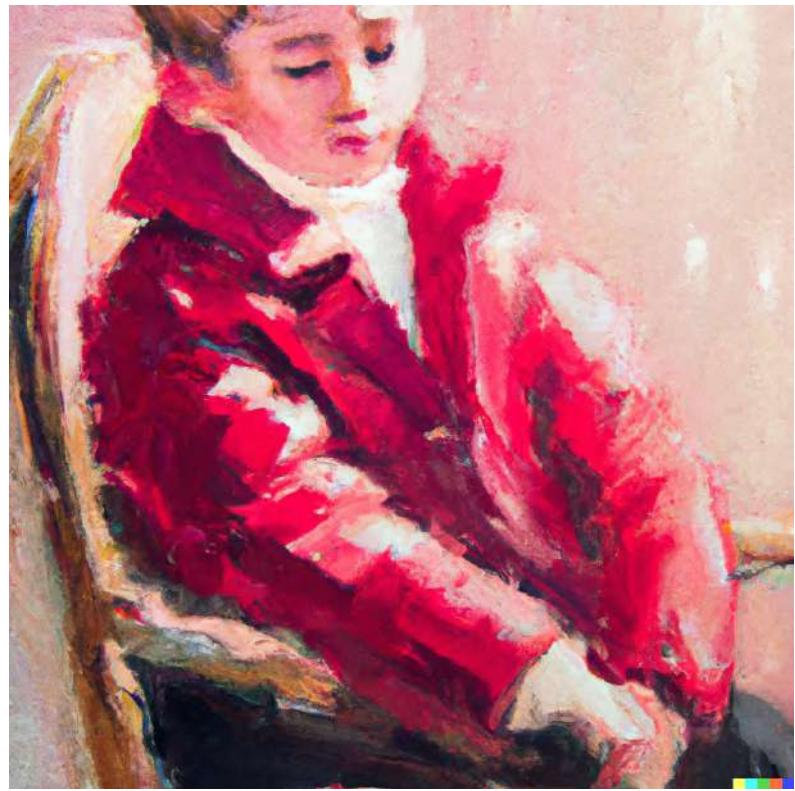
**DALL·E knows a lot about everything, so the deeper your knowledge of the requisite jargon, the more detailed the results.**

1

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



## 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, low energy 😢

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



## 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

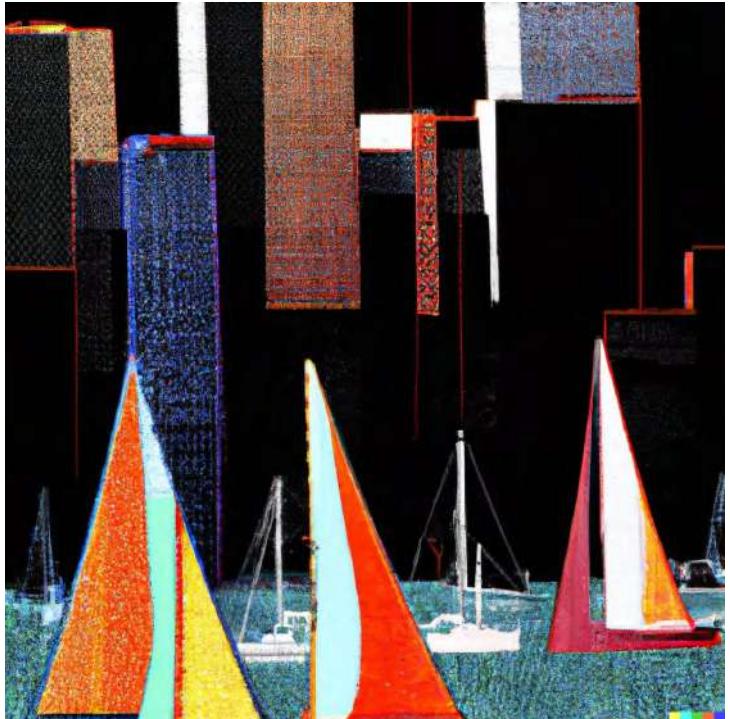
# Size-y, structure-y words

Big and free



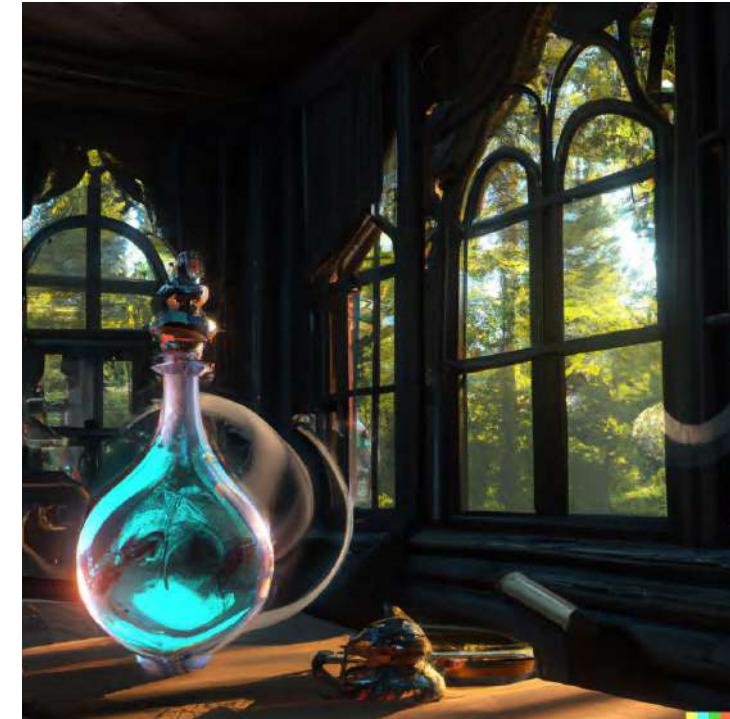
*Curvaceous, swirling, organic, riotous, turbulent, flowing, amorphous, natural, distorted, uneven, random, lush, organic, bold, intuitive, emotive, chaotic, tumultuous, earthy, churning*

Big and structured



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

Small and structured



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

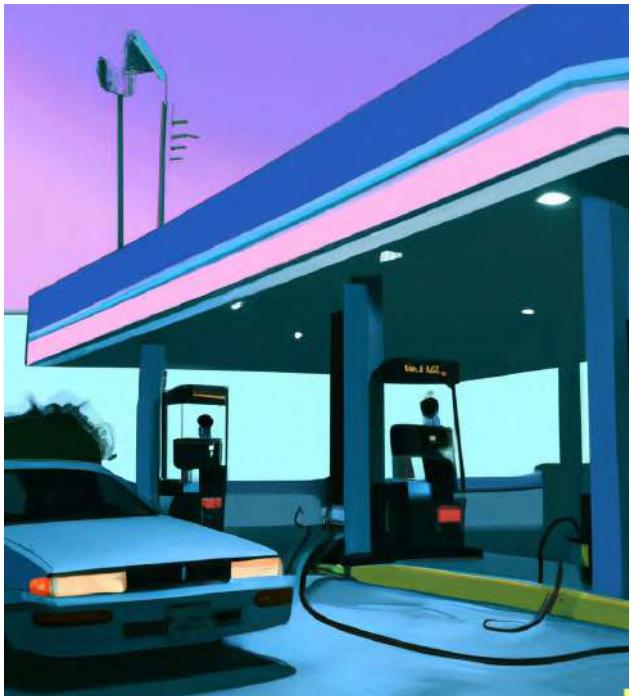
Small and free



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

# Looks, vibes, -punks, -waves

🤩 Check out [this huge list!](#)



**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,



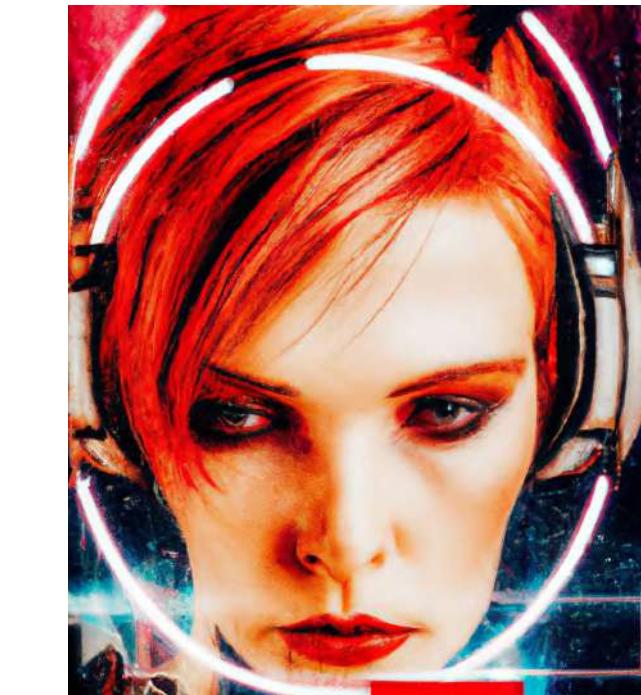
**Memphis**, Memphis Group, 1980s, bold, kitch, colourful, shapes



**Dieselpunk**, grimy, steel, oil, '50s, mechanised, punk cousin of steampunk



**Afrofuturism:** futuristic, and African!

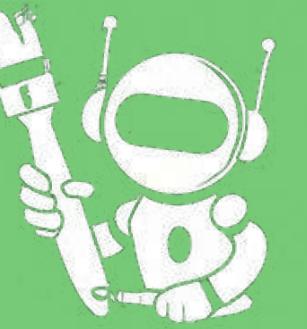


**Cyberpunk**, 1990s, dyed hair, spiky, graphic elements .



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

2 -



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**?

framing

film type

shoot context

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

year & usage context

lighting prompt

vibe prompt

framing

shoot context

lighting prompt

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

lens & camera prompt

year & usage context

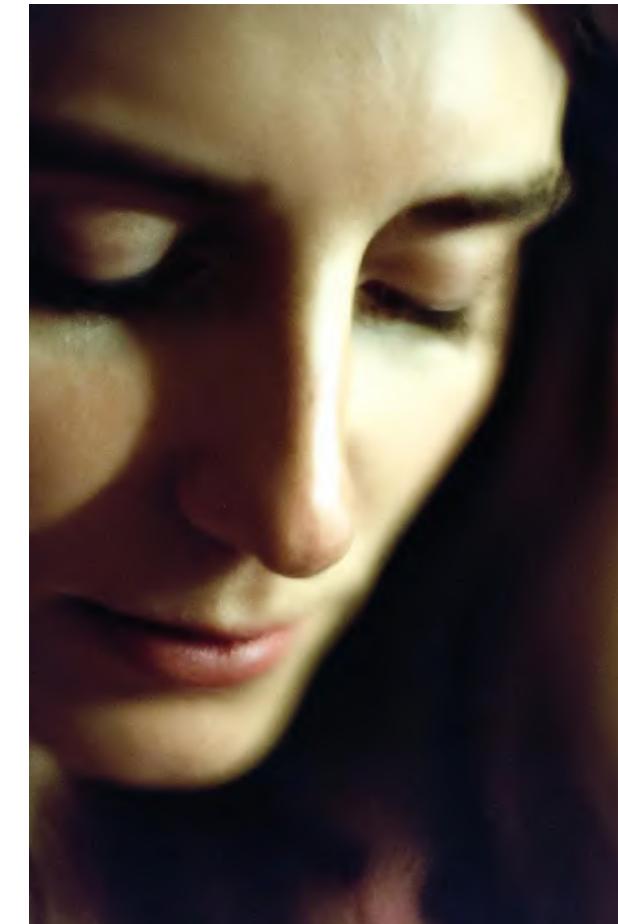
# Camera angles: proximity

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)

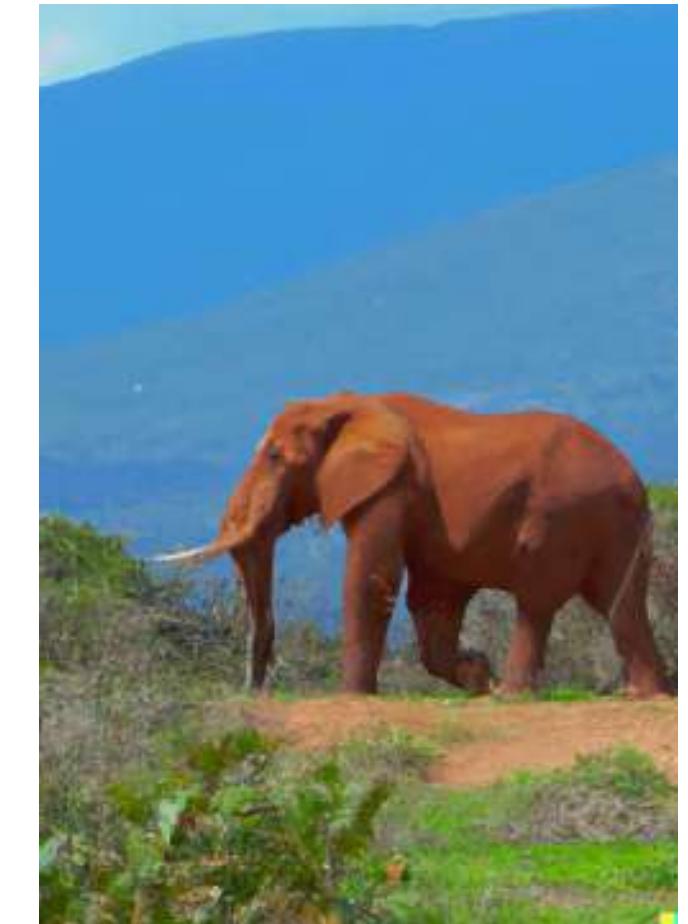
*Film still of an elderly black man playing chess, medium shot, mid-shot*

*Also try 'head & shoulders shot'*



**Long shot**, wide shot, full shot (shows full subject + surroundings)

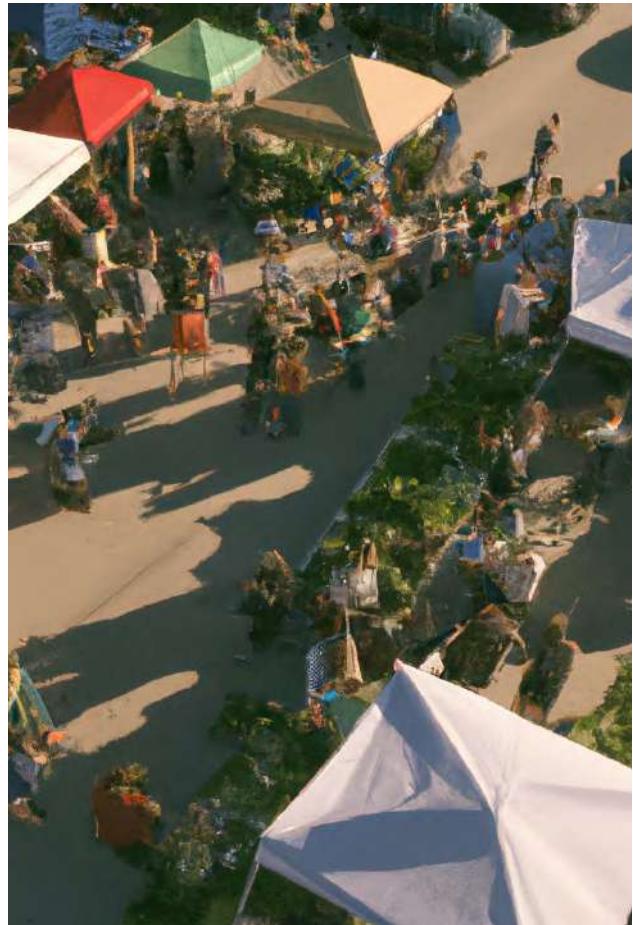
*Film still of a woman drinking coffee, walking to work, long shot, wide shot, full shot*



**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*

# Camera angles: position



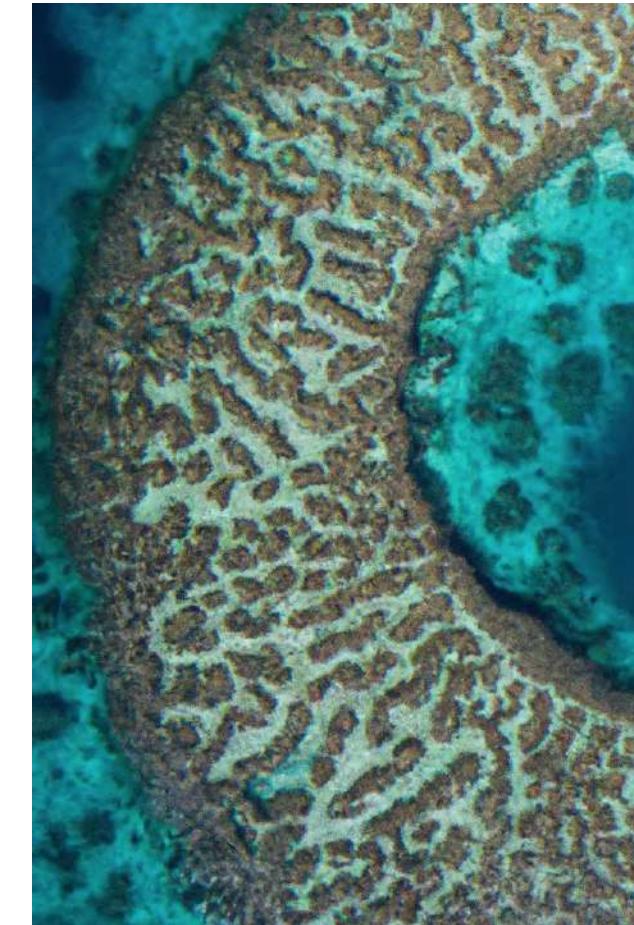
**Overhead view**, establishing shot, from above, high angle, crane shot

*Film still, establishing shot of bustling farmers market, golden hour, high angle*



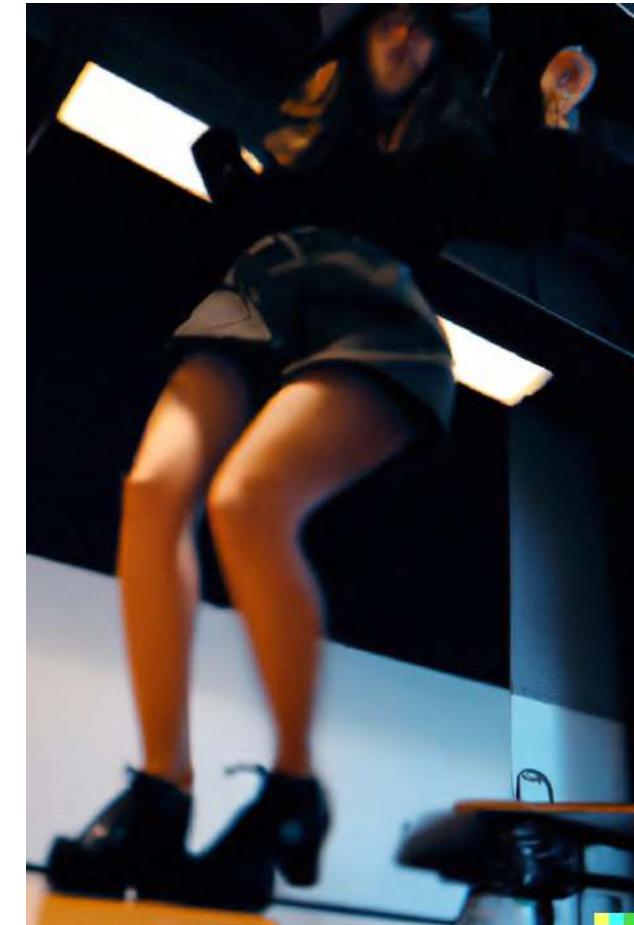
**Low angle**, from below, worms-eye-view

*Film still, gangster squirrel counting his money, low angle, shot from below, worms eye view*



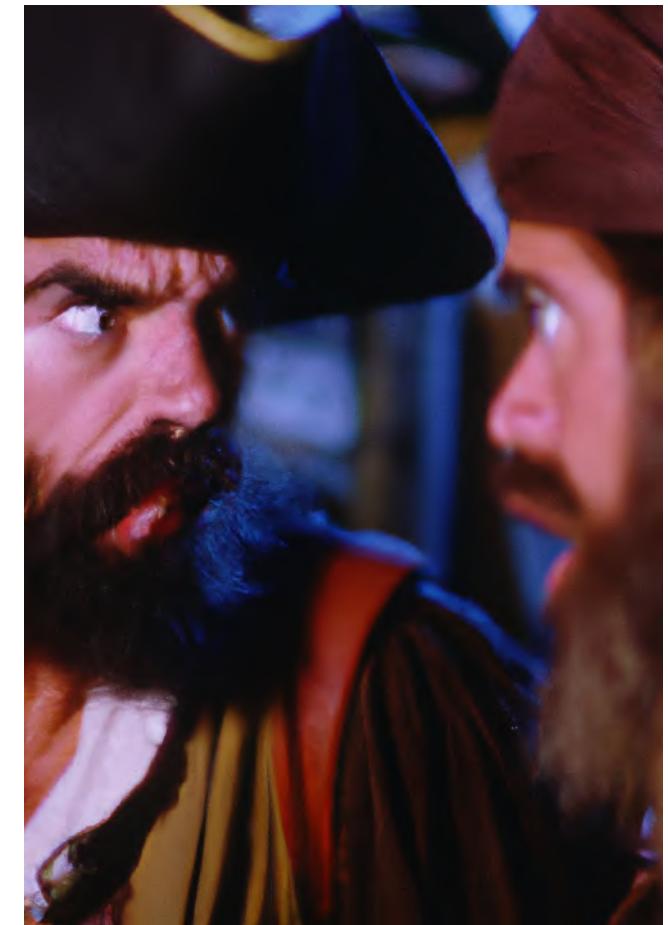
**Aerial view**, birds eye view, drone photography

*Aerial photo of a coral reef that looks like a labyrinth.*



**Tilted frame**, dutch angle, skewed shot

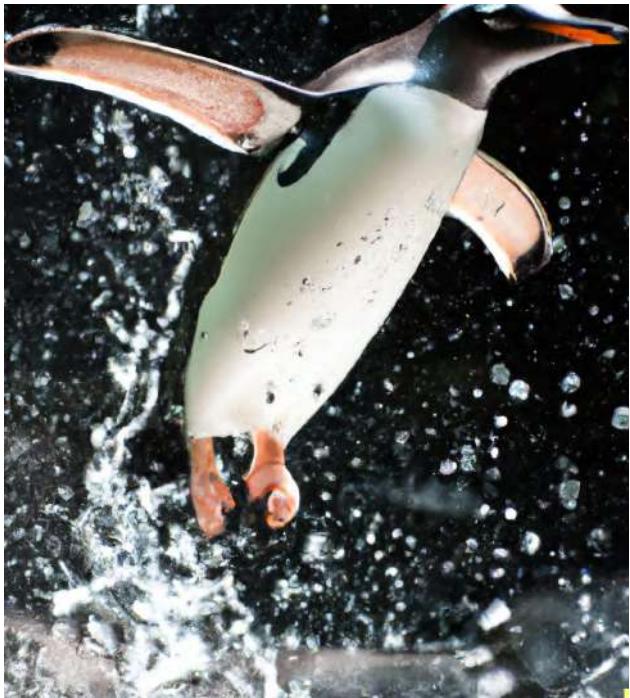
*Film still of stylish girl dancing on school desk, tilted frame, 35°, Dutch angle, cinematography from music video*



**Over-the-shoulder shot**

*Film still, over-the-shoulder shot of two pirates having an angry discussion, eyepatch, from adventure movie 'SHIVER ME TIMBERS' (1999)*

# Camera settings + lenses



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



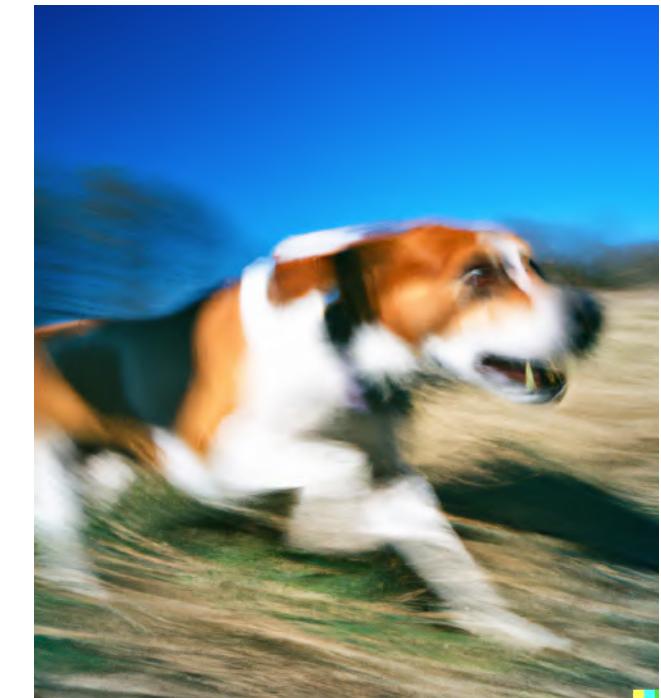
**Slow shutter speed**, 1 sec shutter, long exposure



**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, vv. 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*



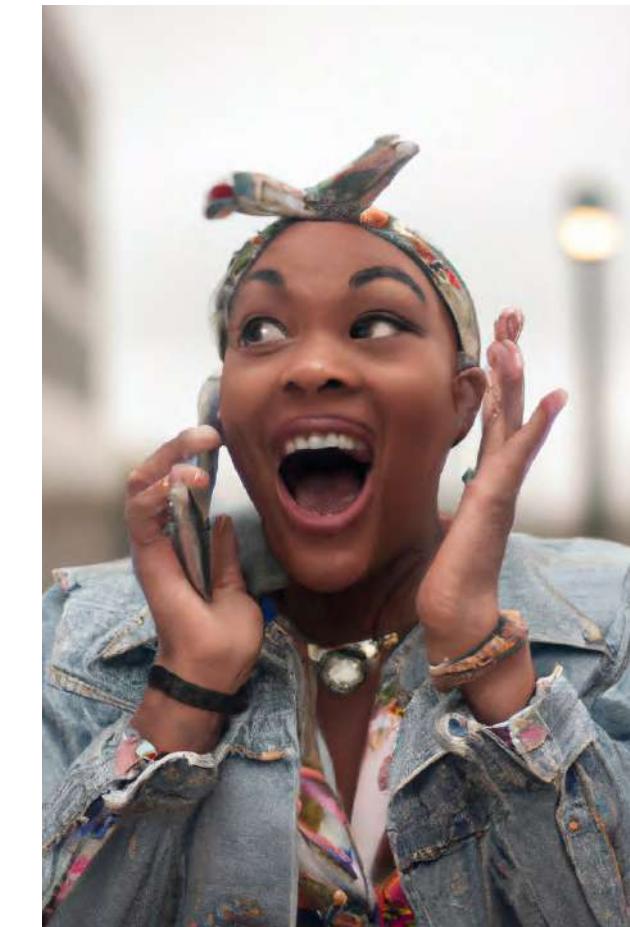
**Blue hour**, twilight, cool, ISO1200, slow shutter speed

*"Blue hour" photography, a fox sitting on a bench, cool twilight lighting, 5am.*



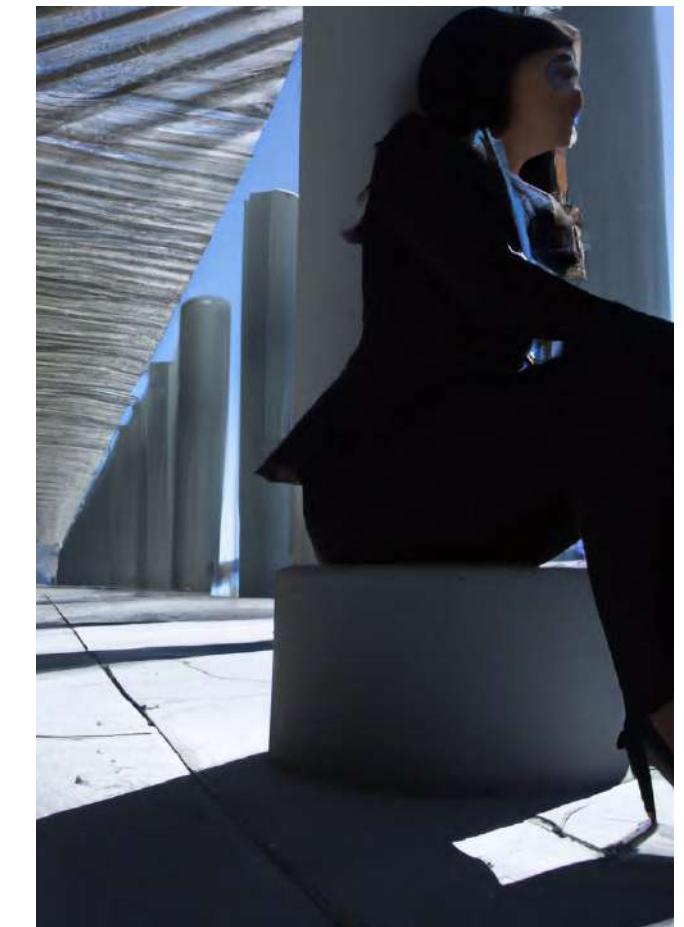
**Midday**, harsh overhead sunlight, directional sunlight

*Photograph of a stylish black man talking animatedly on phone, mid-shot, outdoors in LA, harsh overheard 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



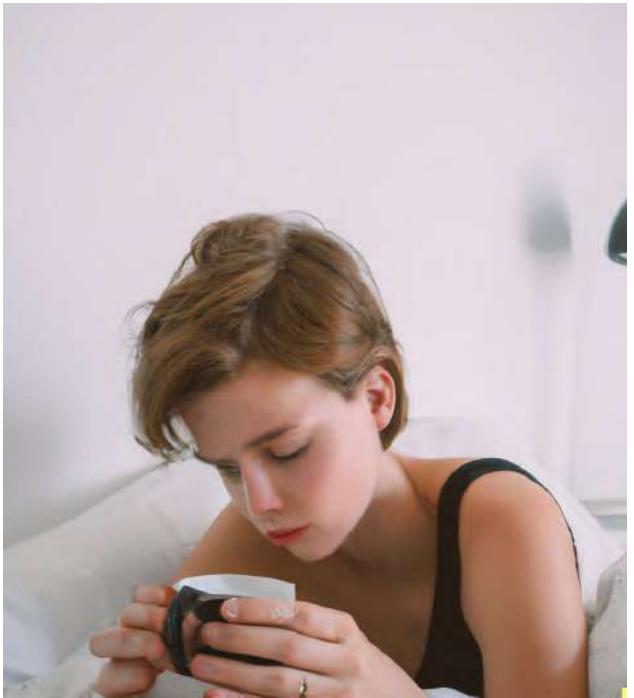
**Flash photography**, harsh flash



**'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

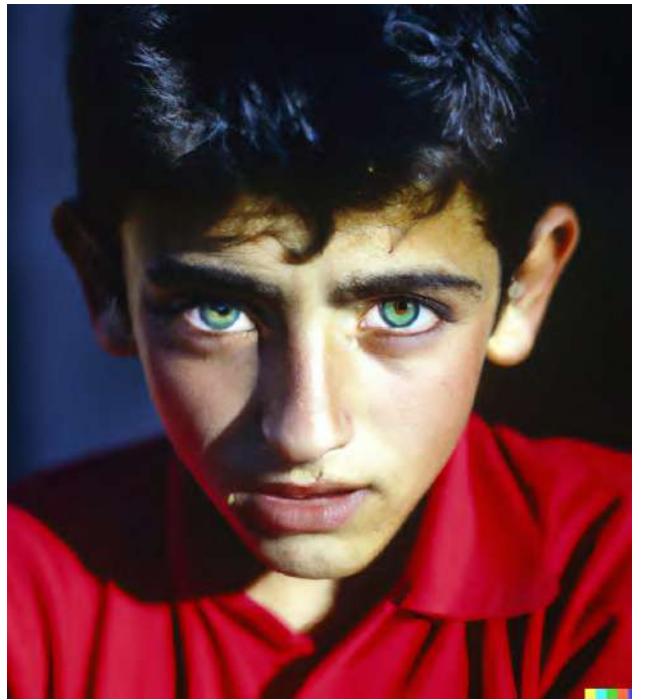


**Studio lighting**, professional lighting.  
studio portrait, well-lit, etc ([source](#))



**Defined direction**, lit from above,  
lit from below, side lighting, etc

# Creative film types, stocks & processes



**Kodachrome**

Strong reds and greens. [\(source\)](#)



**Autochrome**

Queasy yellow-greens + hot pinks.



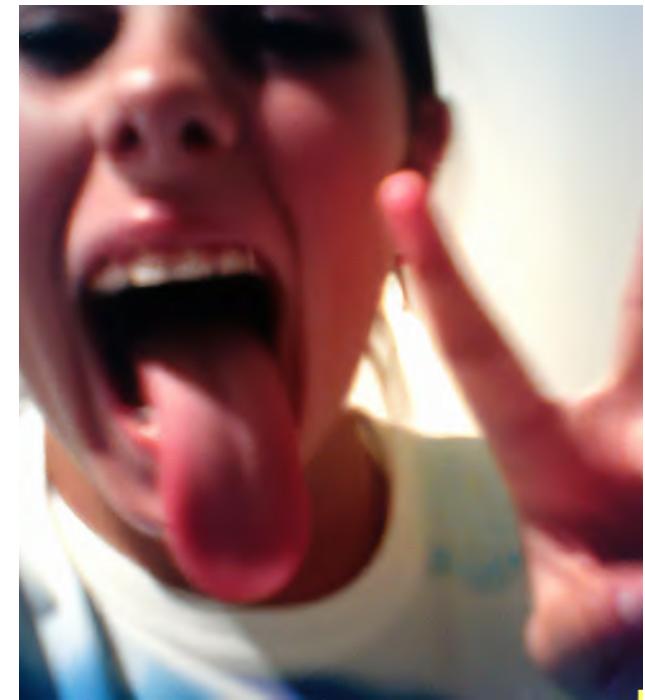
**Lomography**

Oversaturated, hue-shifted images.



**Polaroid, Instax [\(source\)](#)**

Soft focus, square, and flash-y.



**Cameraphone, (year)**

Fuzzy, early digital photography



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



**Disposable camera**

Authentically amateur composition.



**Daguerrotype**

Very early film stock, 1800s, vintage.



**Camera obscura, pinhole**

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 P'vt 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!**



dall•ery gall•ery

A man in a Grim Reaper costume, from...



TV show Friends, Season 3 (1997)

Kermit the Frog, from...



The Grand Budapest Hotel (2014)

A tall Black woman, drinking red wine, from...



TV series Frasier (1994)

A pile of books on a bedside table, from...



Netflix show, Stranger Things (2016)

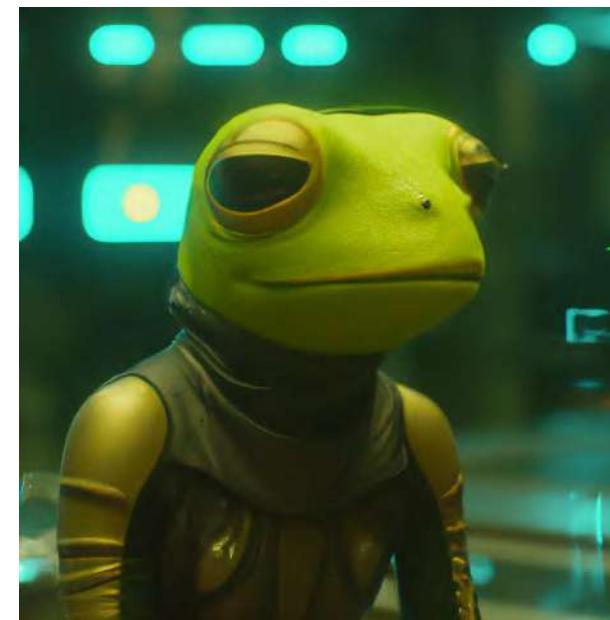
Two construction workers arguing intently, from...



Jaws (1975)



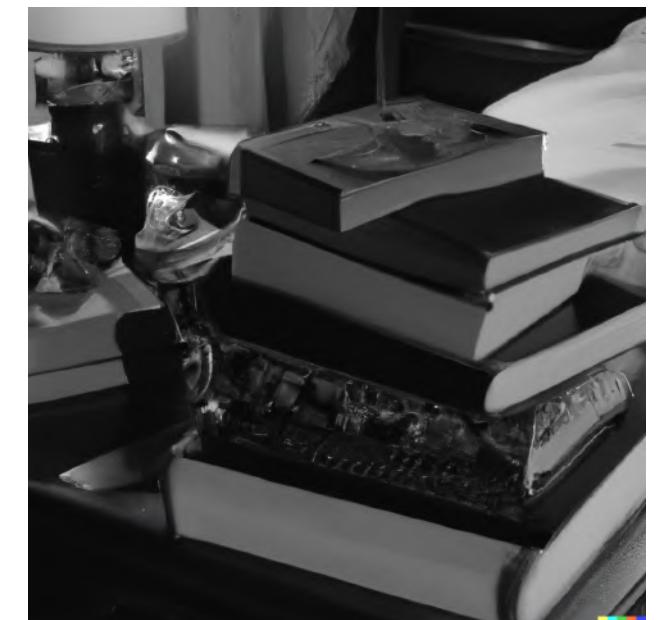
TV show Starsky & Hutch (1975)



Blade Runner 2049 (2017)



'Breaking Bad', Season 4 (2011)



Citizen Kane (1941)



Amelie (2001)

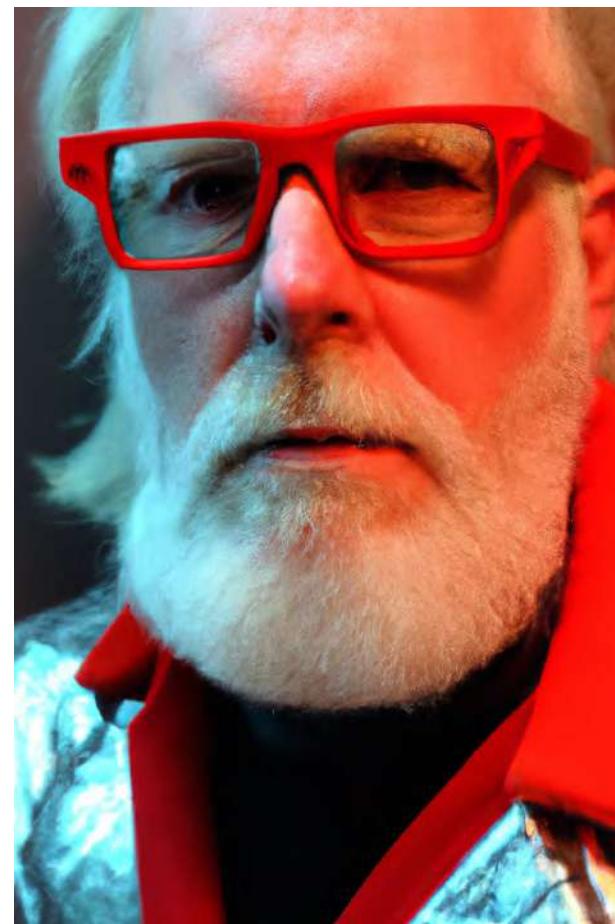
# Photo genres and usage contexts

*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



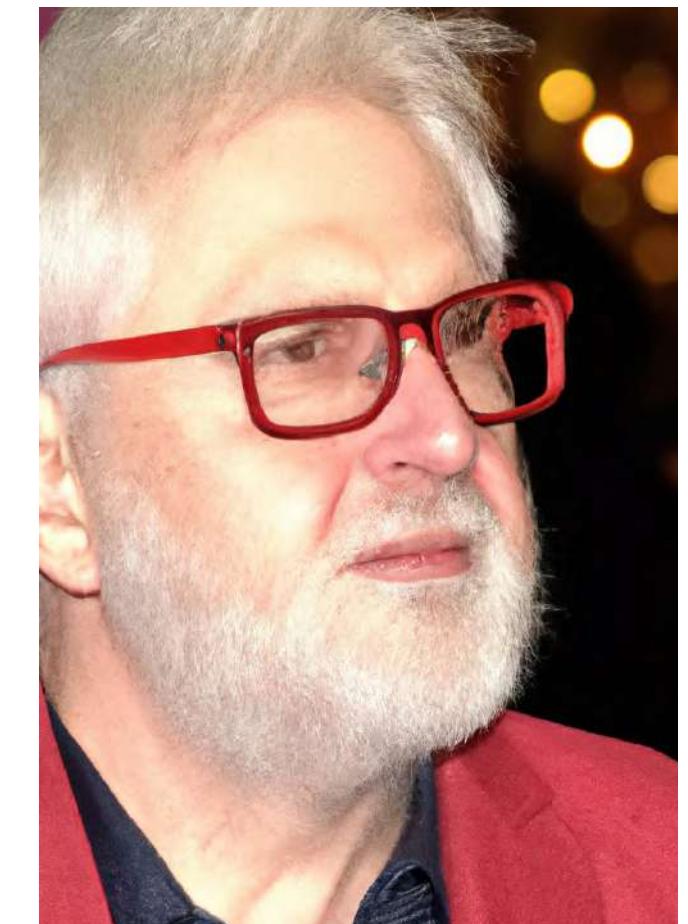
editorial fashion photography, from Vogue magazine



candid street portrait, photojournalism from The New York Times



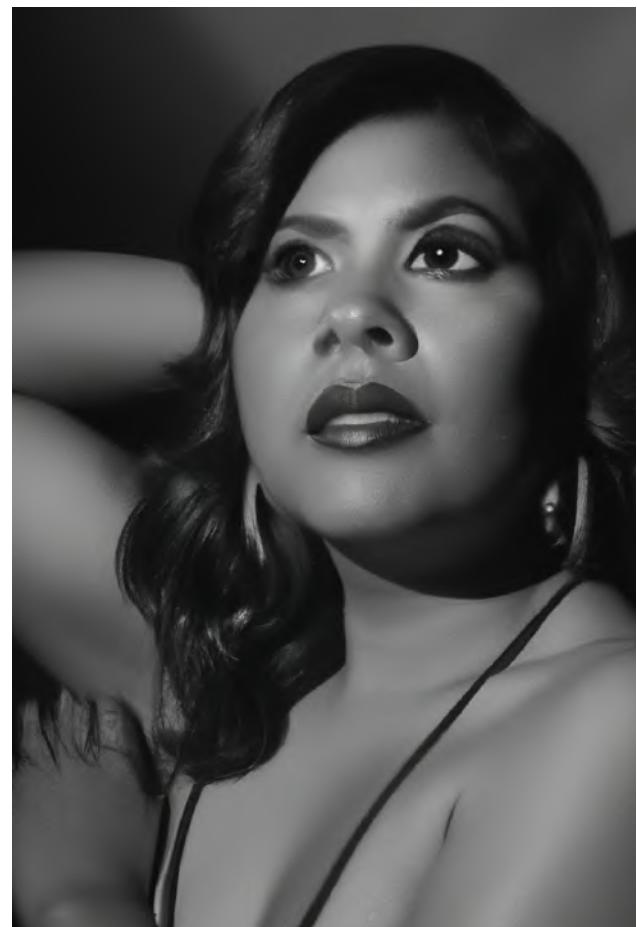
professional corporate portrait, from investor prospectus



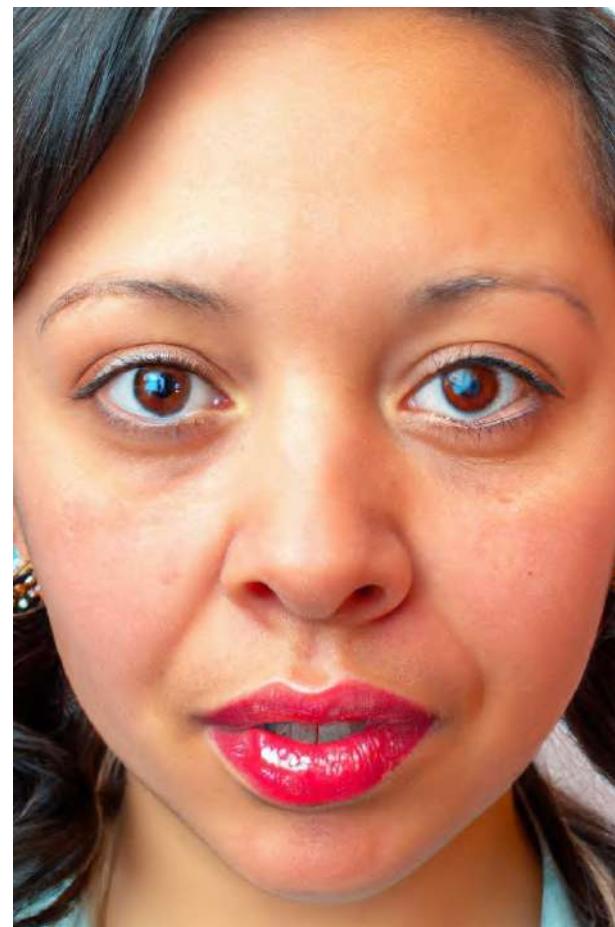
flash photography, event photography, film premier photograph from celebrity news website

# Portrait photographer prompts, select tests

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



George Hurrell



Martin Schoeller



Dorothea Lange



Lee Jeffries



Terry Richardson

Many thanks to **Michael Green** for sharing [the results of his research](#). Follow him [on Twitter](#) or [Instagram](#)!

# Sidebar: is prompting for living artists, like... OK?



Artists need to make a living. After all, it's only through the creation of human art that 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* be construed as infringing. (They arguably *aren't* infringing - but then again, you might not be able to afford to defend yourself.)

**Assessing whether an artwork in the public domain is complicated - this [guide from Cornell University](#) may be helpful.**

Clockwise from top left:

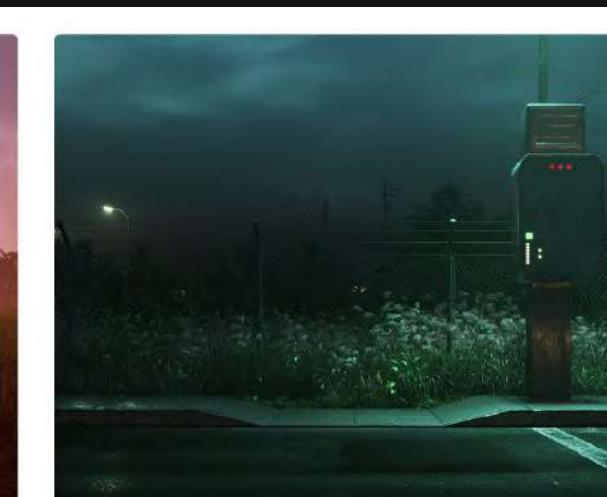
1) an original artwork by  
Simon Stålenhag

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



'IN A DILEMMA' 3D Art Based on  
Simon Stålenhag Concept  
Kashif Raza



A Simon Stålenhag Tribute "  
The Electric State" II  
Norberto Altamirano



Åkersnuten  
Hugo Fernández Moya



Animation of The Electric State  
Multiple Owners ▾

# 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

3 -

illustration



# Illustration styles, analog media, monochrome



Stencil, street art, Banksy ([source](#))



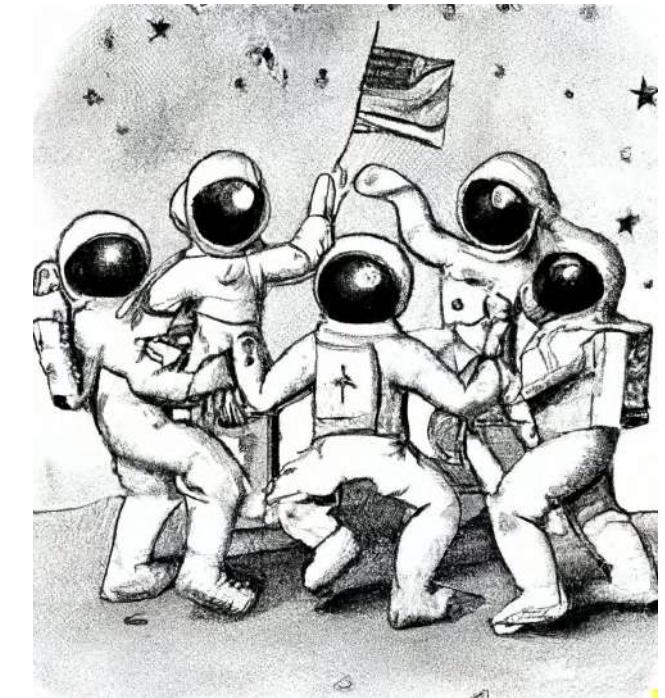
Ballpoint pen art ([source](#))



Pencil sketch ([source](#))



Pencil drawing, detailed,  
hyper-detailed, very realistic ([via](#))



Political cartoon from U.S.  
newspaper



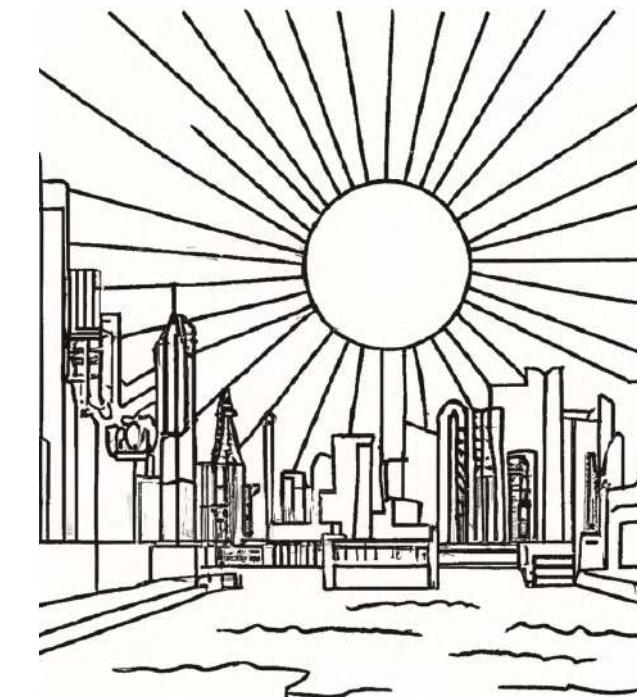
Charcoal sketch ([source](#))



Woodcut ([source](#))



Field journal line art ([source](#))



Colouring-in sheet ([source](#))

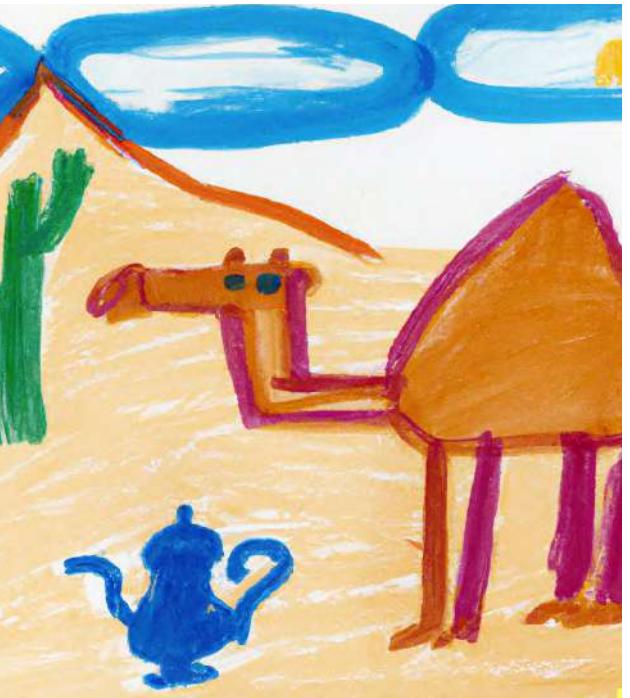


Etching ([source](#))

# Illustration styles, analog media, colour



Crayon ([source](#))



Child's drawing / children's drawing ([source](#))



Acrylic on canvas ([source](#))



Watercolor ([source](#))



Coloured pencil, detailed ([Source](#))



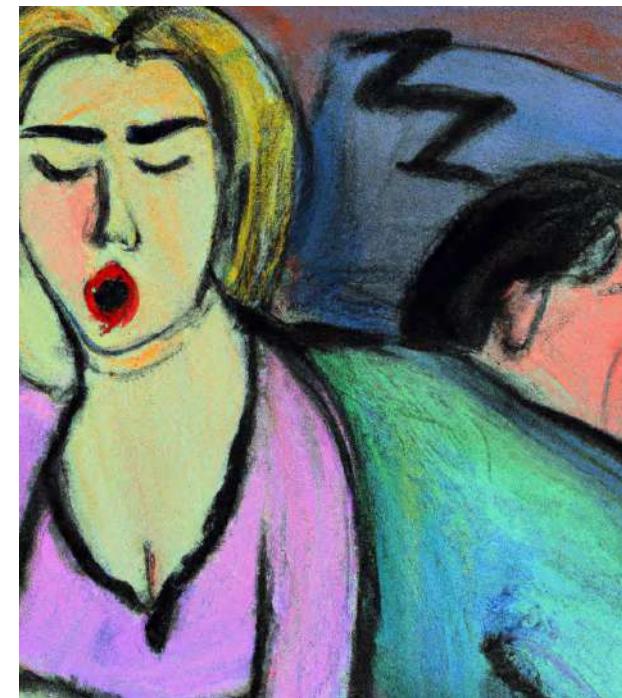
Oil painting ([source](#))



Ukiyo-e ([source](#))



Chinese watercolor ([source](#))



Pastels ([source](#))



Airbrush ([source](#))

# Illustration styles, digital media



Alegria, 'corporate memphis'



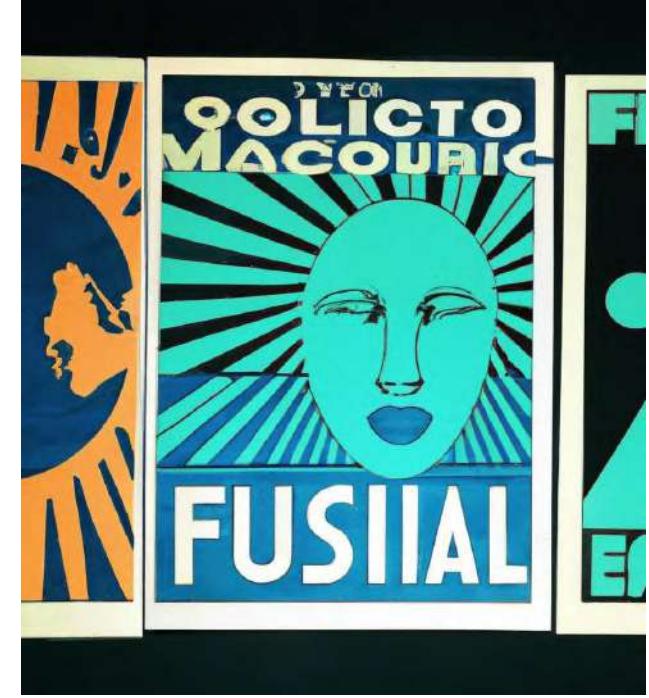
Collage, photocollage,  
magazine collage ([source](#))



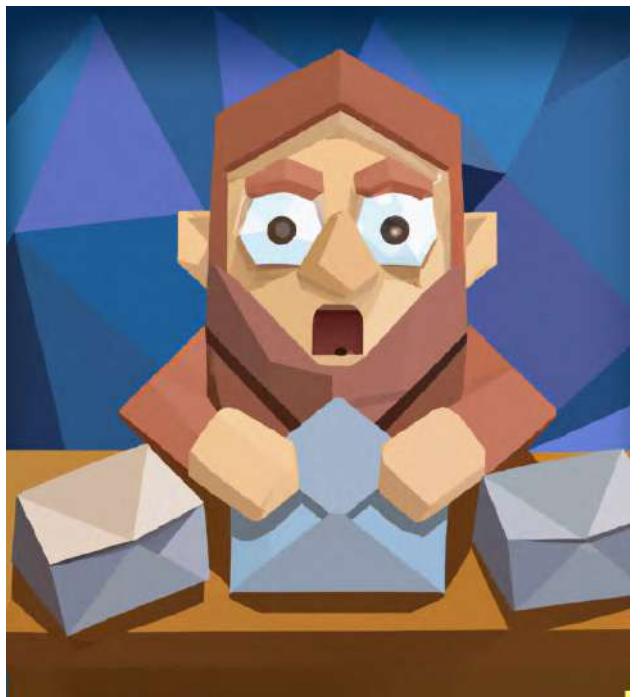
Vector art ([source](#))



Watercolor & pen ([source](#))



Screen printing ([source](#))



Low poly ([source](#))



Layered paper ([source](#))



Sticker illustration ([source](#))

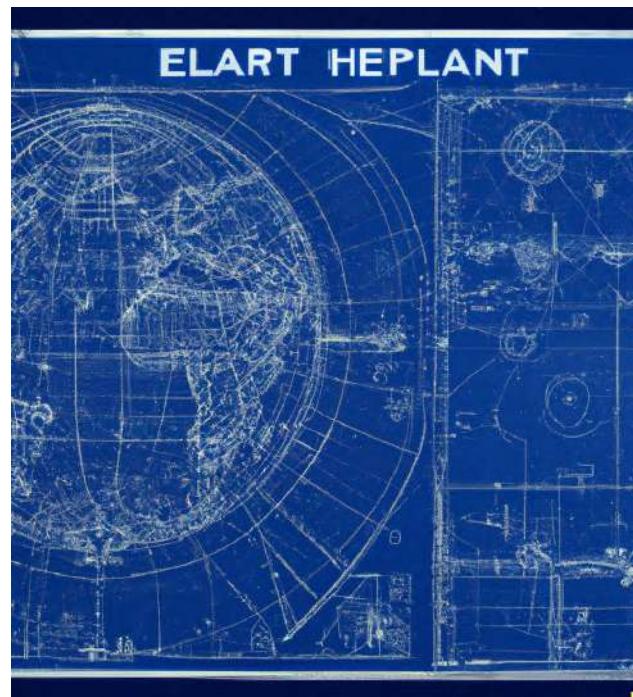


Storybook ([source](#))

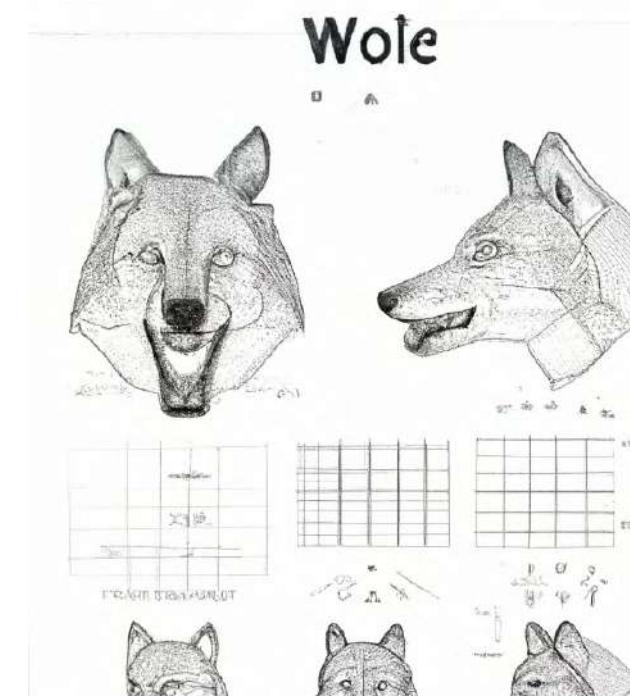


Digital painting ([source](#))

# Illustration styles, instructional



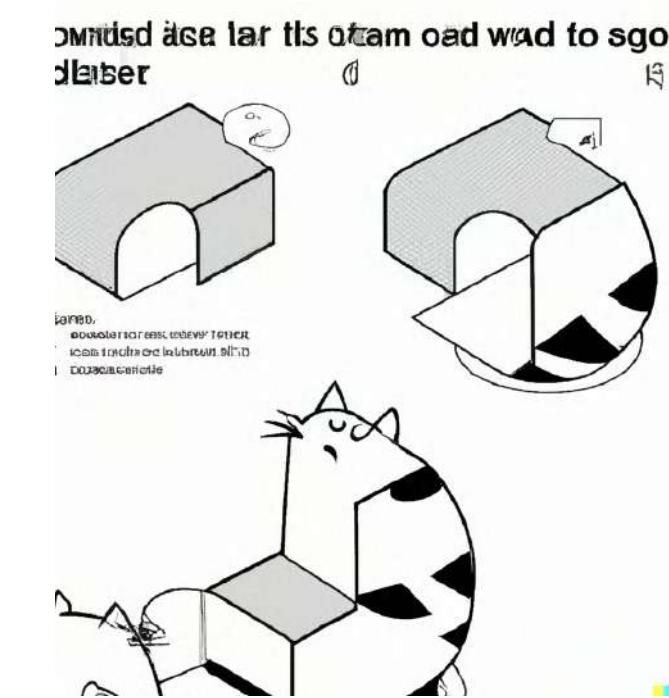
Blueprint ([source](#))



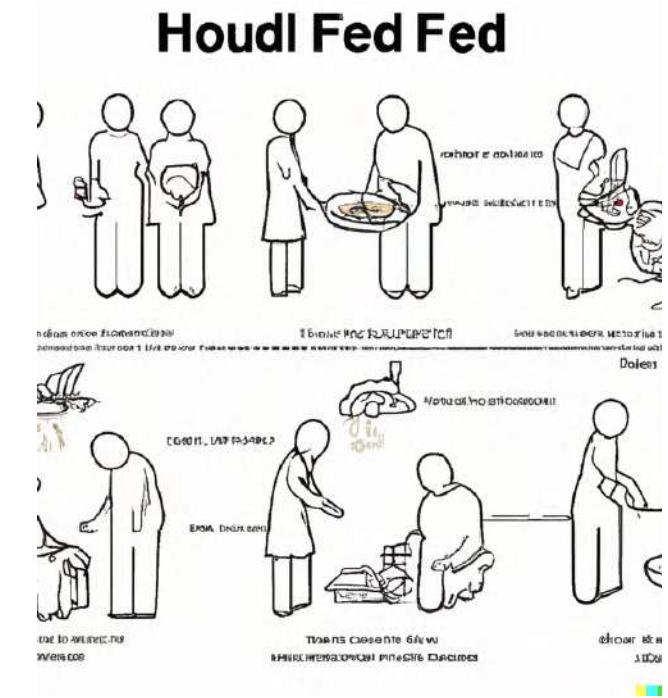
Patent drawing ([source](#))



Cutaway ([source](#))



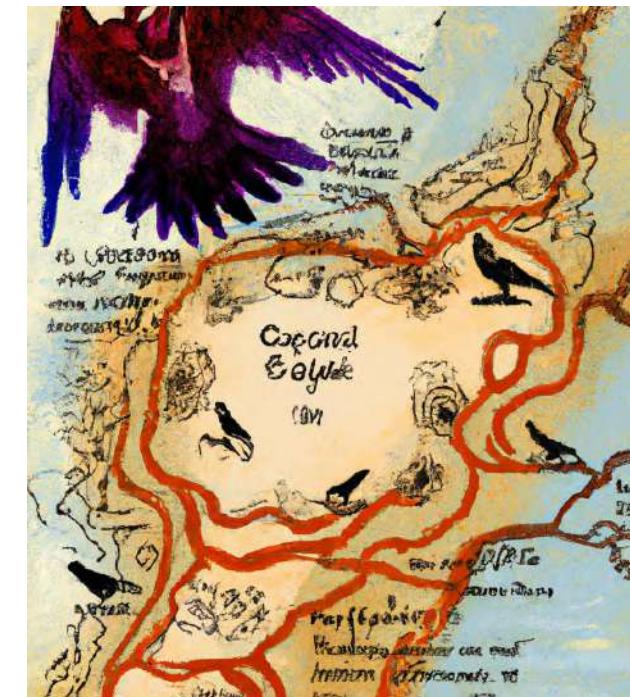
IKEA manual ([source](#))



Instruction manual ([source](#))



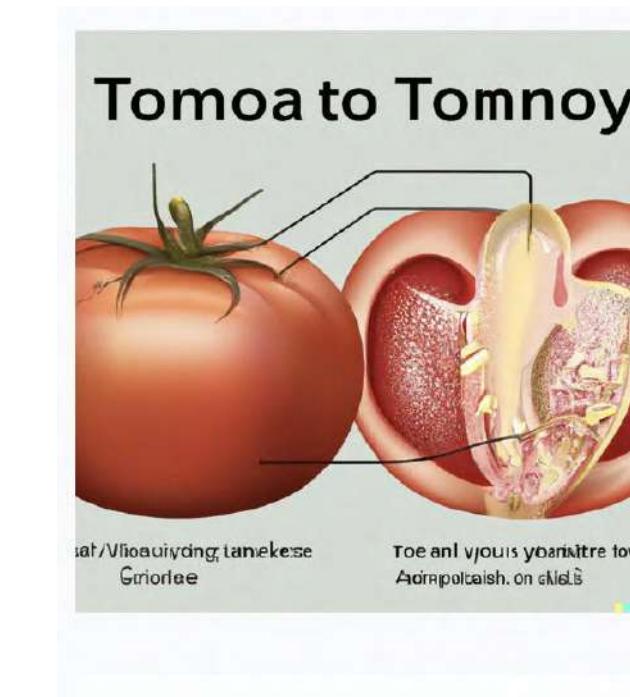
Botanical illustration ([source](#))



Mythological map ([source](#))



Voynich manuscript ([source](#))



Scientific diagram ([source](#))



Voronoi diagram ([source](#))

# Illustrations, 3D + textured



Isometric 3D ([source](#))



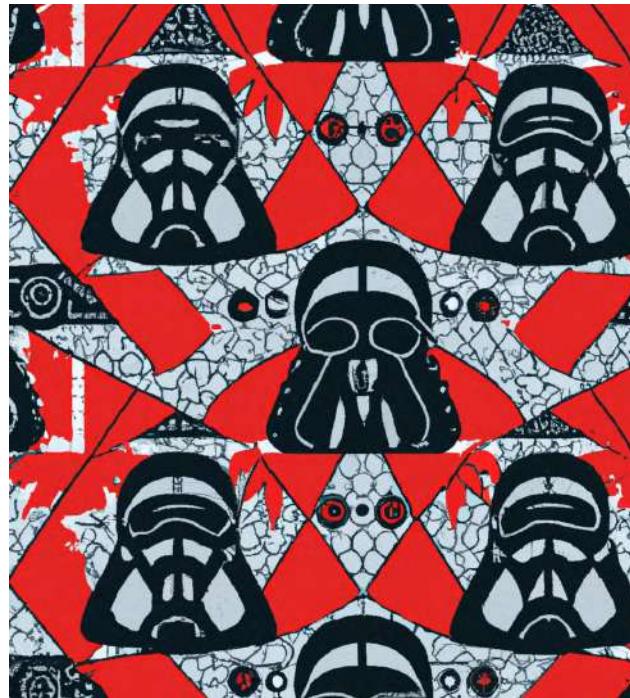
3D render, houdini 3D, octane 3D, ZBrush, Maya, Cinema 4D, Blender



Claymation, Aardman Animation, ([source](#))



Felt pieces ([source](#))



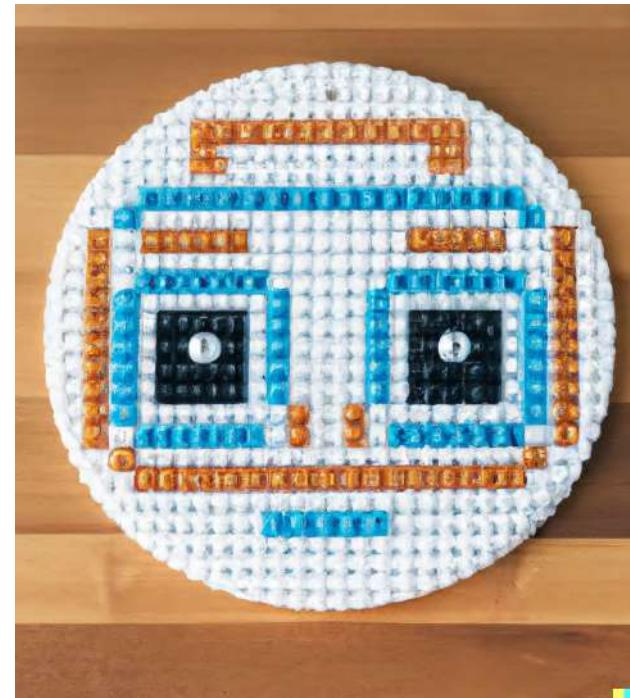
Fabric pattern ([source](#))



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](#))



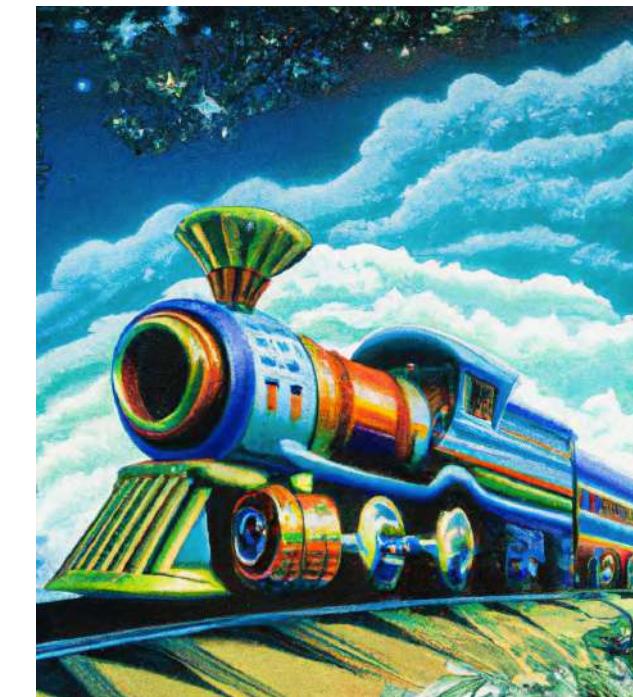
Vintage Disney ([source](#))



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



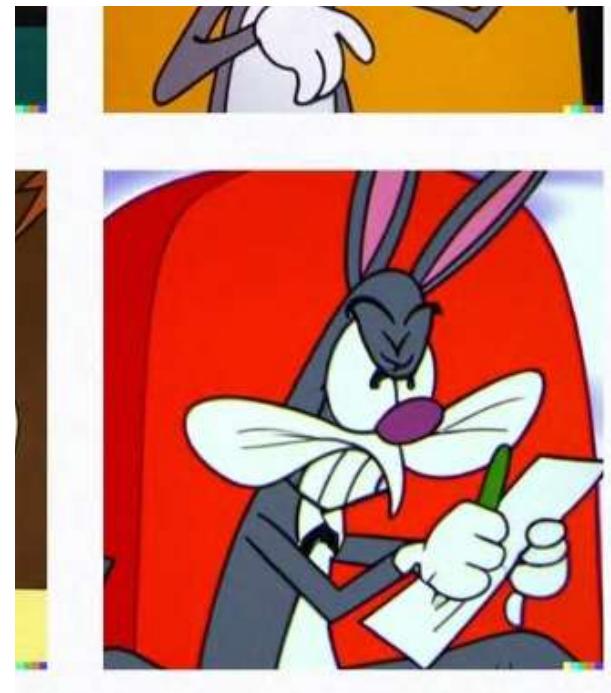
Bojack Horseman ([source](#))



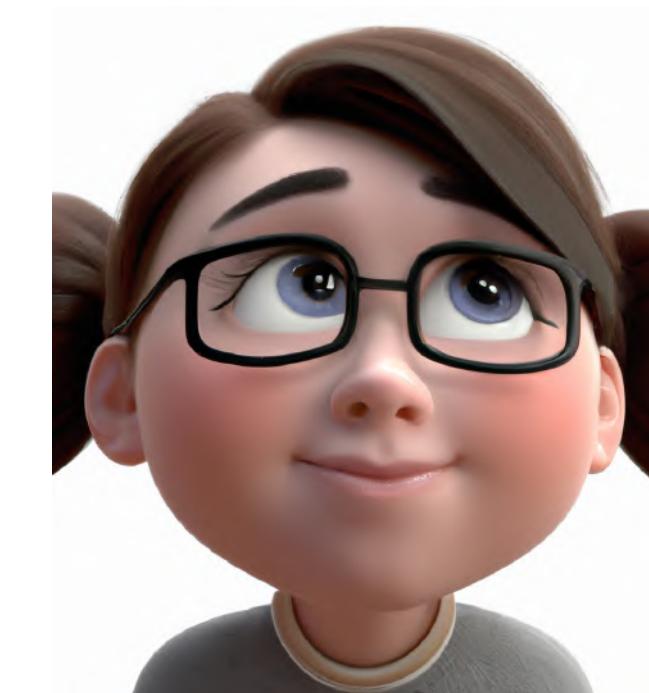
Adventure Time ([source](#))



Powerpuff Girls



vintage Looney Tunes (1961)  
([source](#))



Pixar's 'Up'



The Far Side ([print comic](#))  
([source](#))

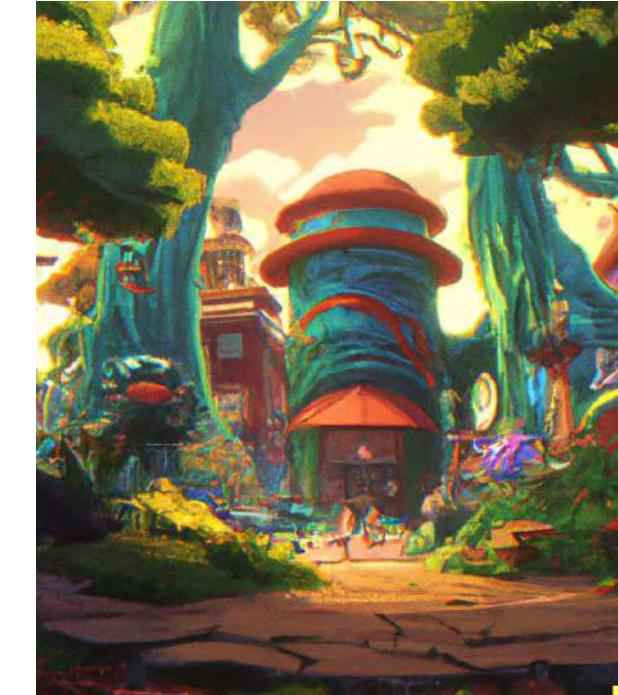
# in the style of... (particular illustrators)



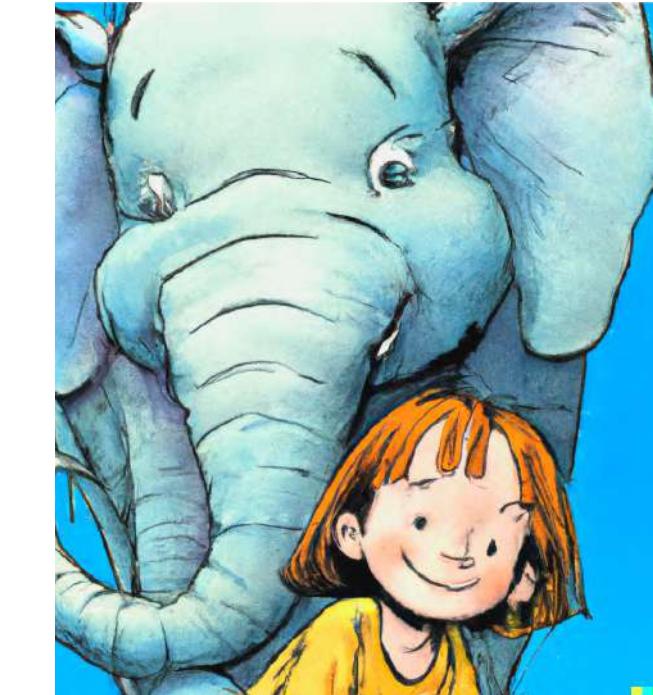
Beatrix Potter (Peter Rabbit etc)



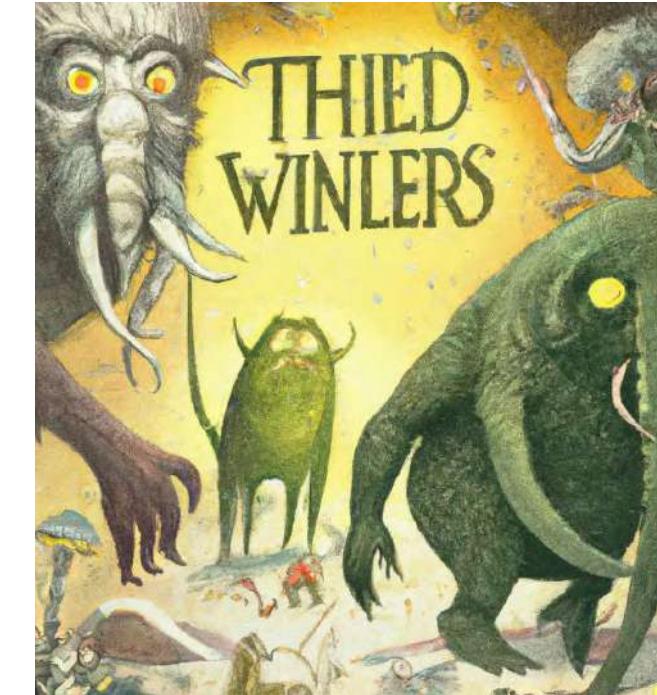
Quentin Blake (from Roald Dahl books, etc)



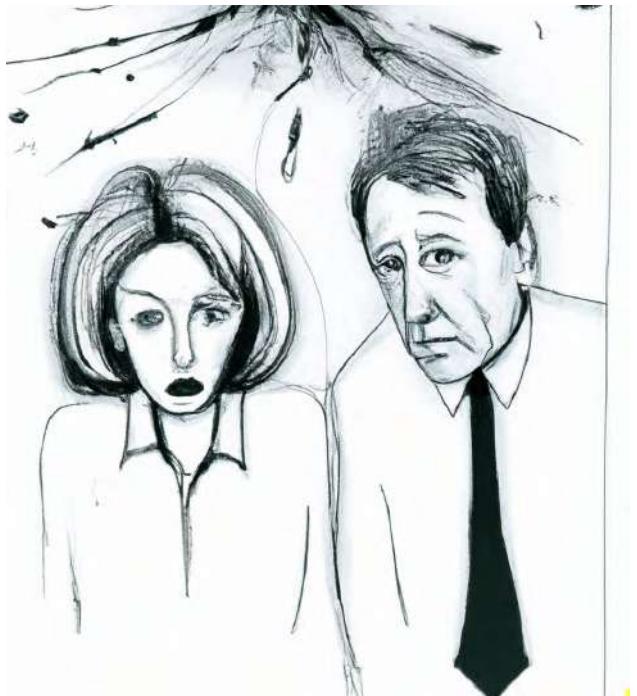
Hayao Miyazaki (Studio Ghibli) ([source](#))



Bill Watterson (Calvin & Hobbes)



Maurice Sendak (Where the Wild Things Are)



Ralph Steadman (Fear & Loathing, etc) (via Discord)



Norman Rockwell ([source](#))



Dr. Seuss ([source](#))



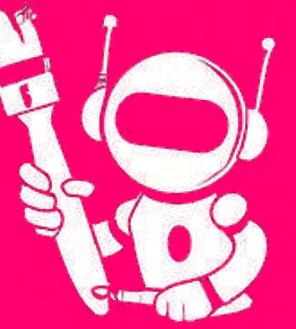
Tove Jansson (The Moomins)



Wanda Gág

4 —

# art history



# Early art history: ancient, medieval, Dark Ages



Cave paintings, pre-historic, Lascaux, primitive.



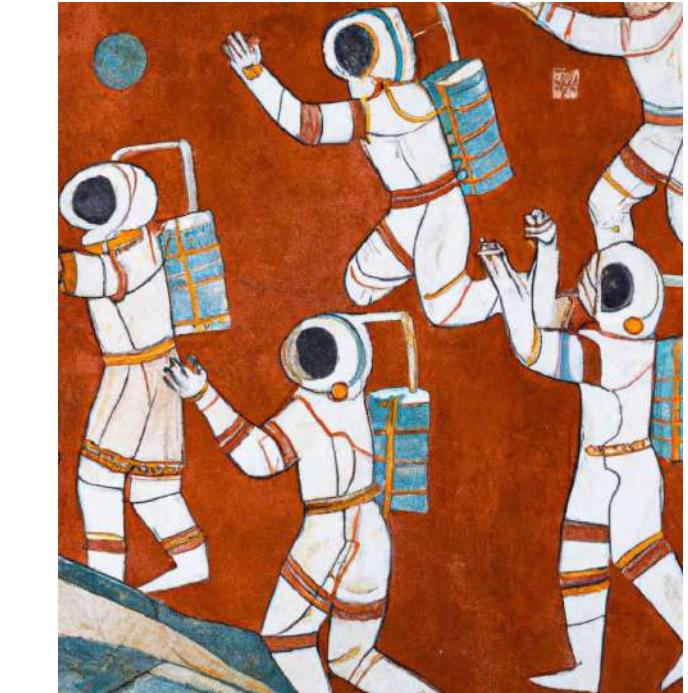
Ancient Egyptian mural, tomb, fresco, register, hieroglyphics.



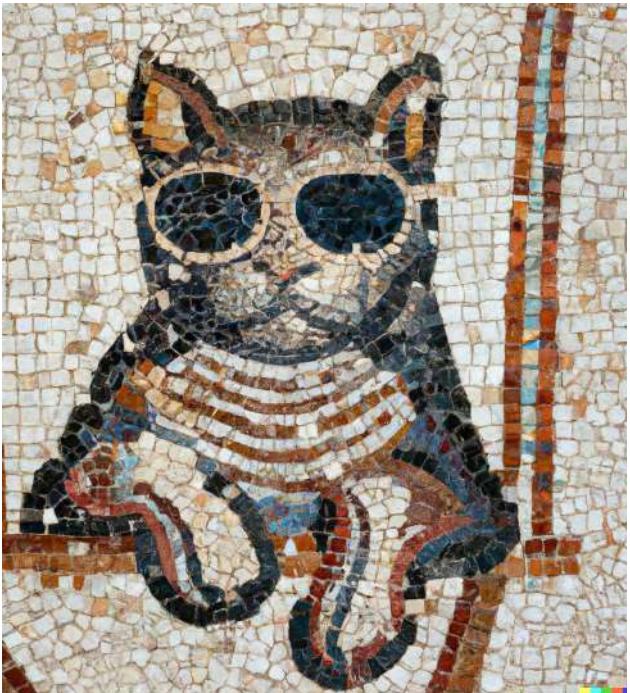
Ancient Egypt papyrus, Book of the Dead, well-preserved.



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



Decorative Minoan mural, 2000 BCE, artefact, ancient.



Roman mosaic, Ancient Rome, opus tesellatum.



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



Nuremberg Chronicle, 1493, Liber Chronicarum, Michael Wolgemut

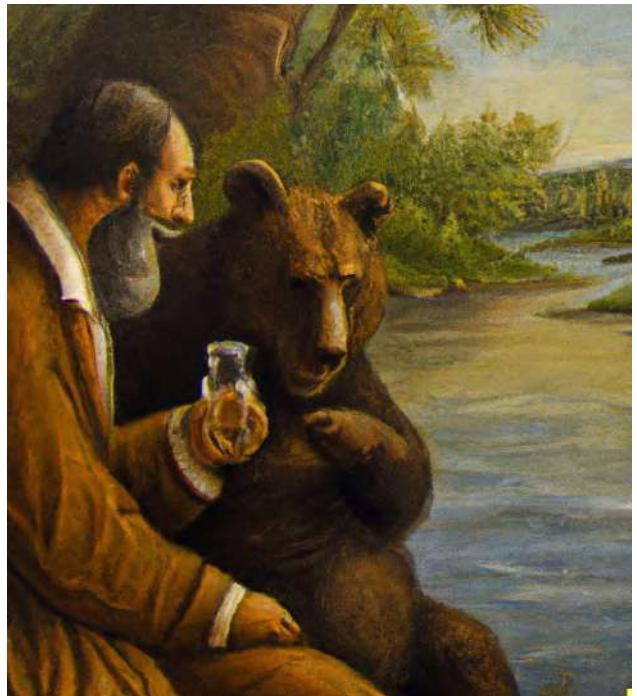


Byzantine icon, Christian icon, halo, painting, Eastern Roman.



Giilded 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](#))



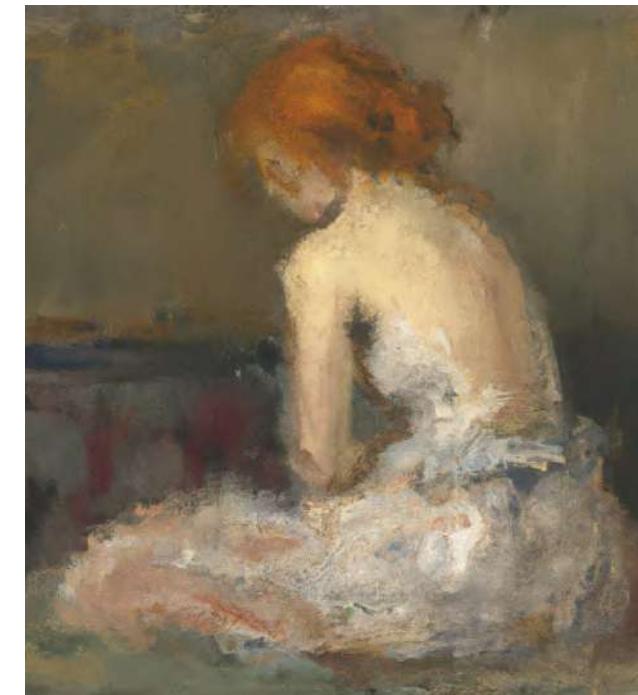
Realism, realist, 19th century,  
Gustave Courbet



Art Nouveau



Impressionism, Monet, Renoir

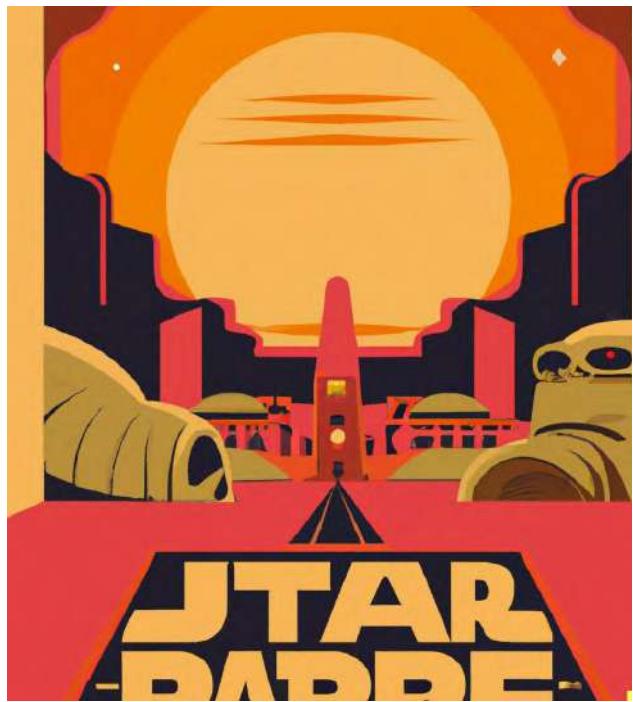


Post-impressionism, Cézanne,  
Gauguin, van Gogh, Seurat

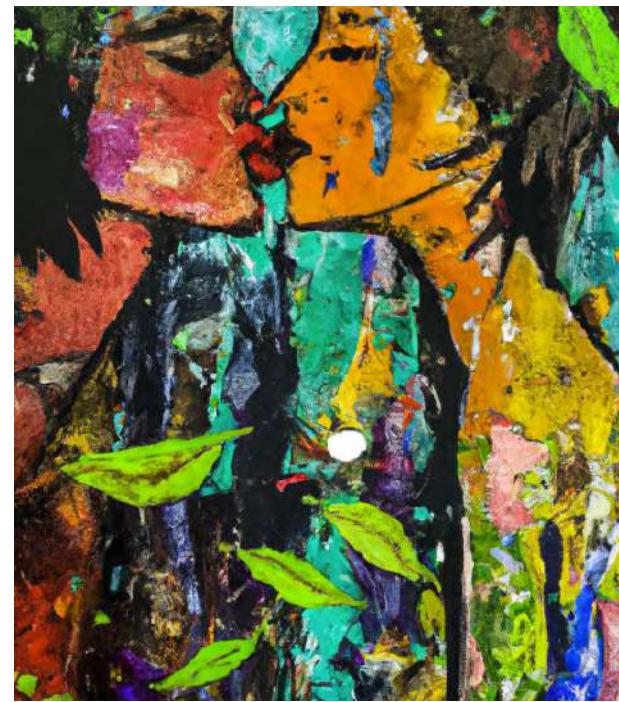


Symbolist painting, symbolism,  
dreamlike, 19th century

# Modern art movements



Art deco, 1925, vintage, streamline moderne, luxury, poster ([source](#))



Abstract expressionism, paint splatters, Jackson Pollock ([source](#))



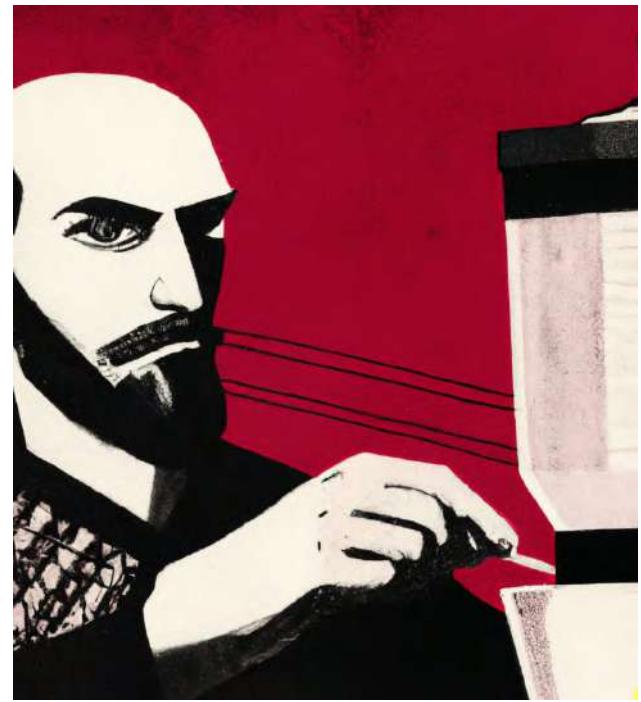
Bauhaus, 1930s, geometric, Paul Klee, Wassily Kandinsky ([source](#))



Colour field painting, abstract, Rothko, 60s, Clyfford Still ([source](#))



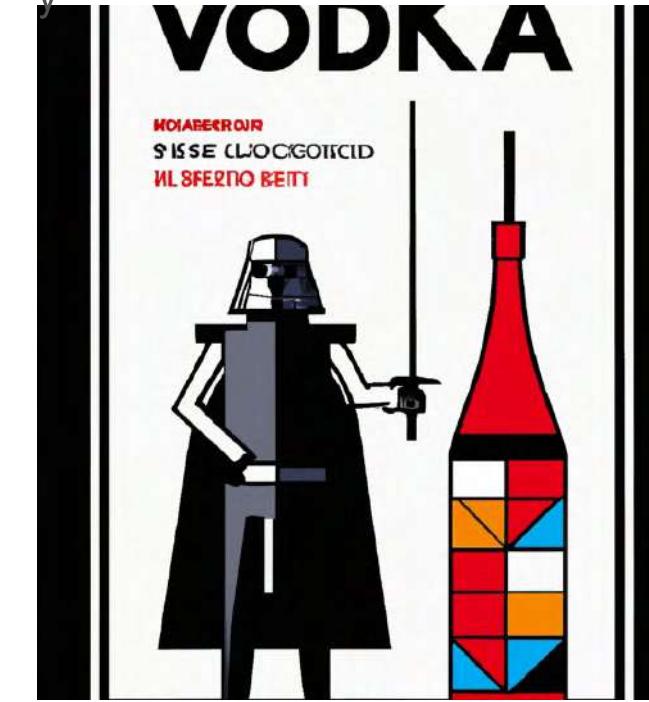
Cubism, cubist, 1910, Picasso, Georges Braque ([source](#))



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, Theo van Doesburg, 1920, Dutch ([source](#))



Expressionism, expressionist, 1912, German Expressionism



Fauvism, fauvist, 1905, André Derain, Henri Matisse ([source](#))

# Modern art movements II



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



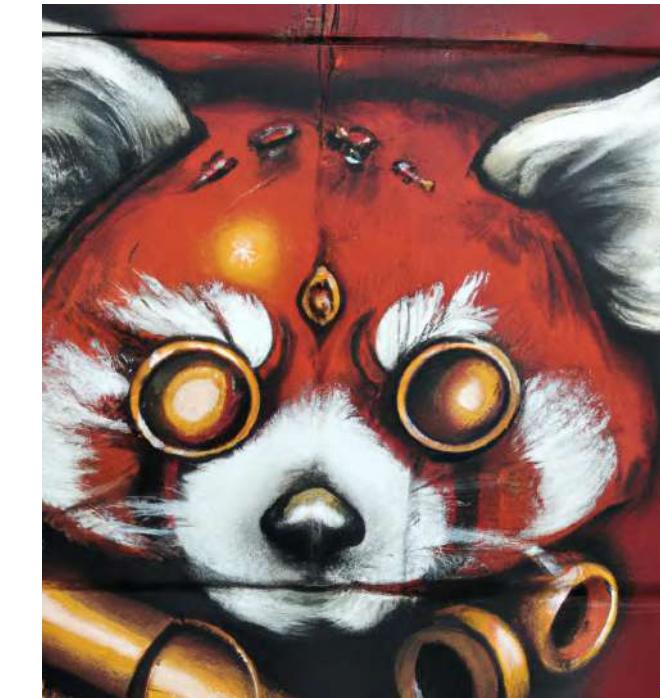
Metaphysical painting, de Chirico, Italian, Carlo Carrà



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



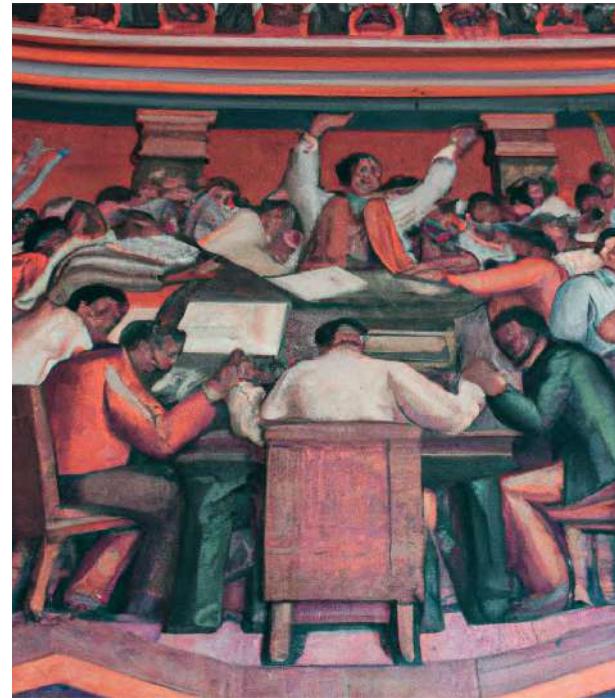
Pop Art, Warhol, 1960s ([source](#))



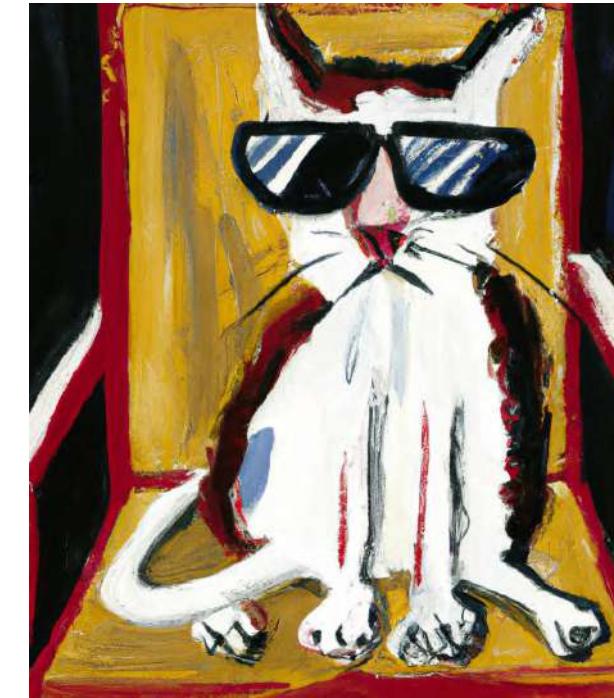
Street art, graffiti, urban public art, independent



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 photography, urban, candid, flaneur, unposed

# Assorted artist tests



Edward Hopper, 1942



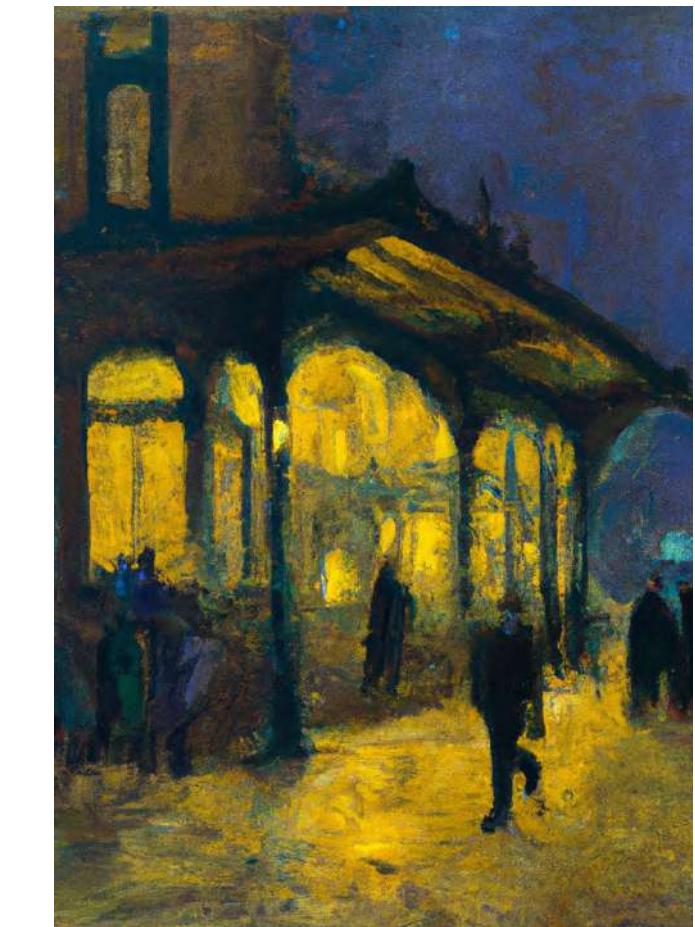
Keith Haring ([source](#))



Salvador Dalí ([source](#))



Georges Surat



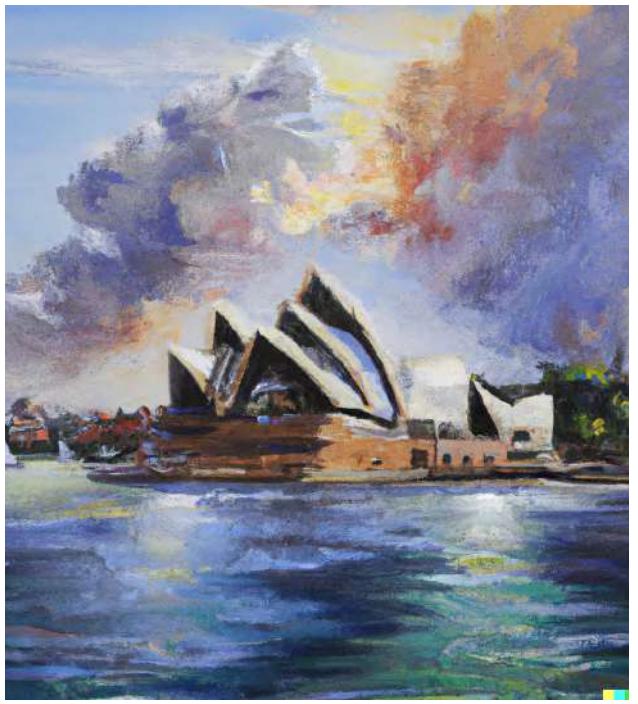
Vincent van Gogh

Inspired? Try [Google's Arts & Culture Hub](#) to find 13,000 more artists you can work with.

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

dal•ery gall•ery



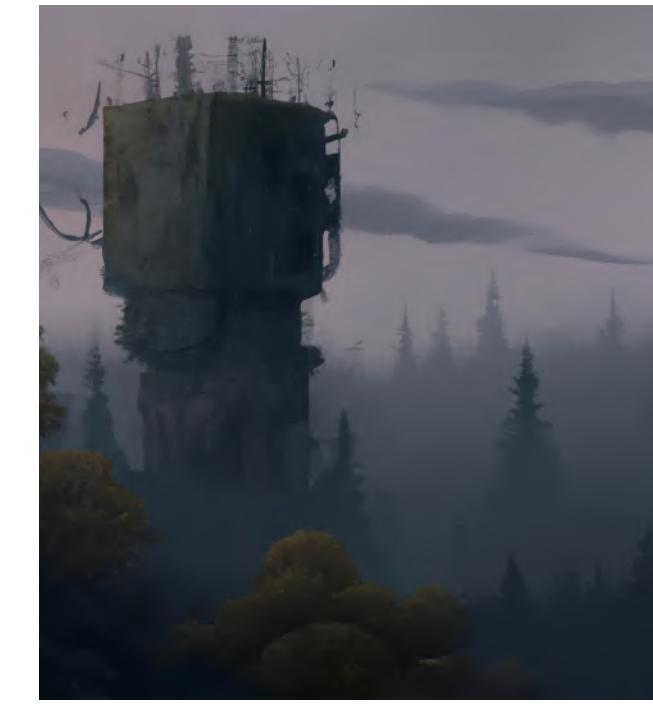
Thomas Kinkade ([source](#))



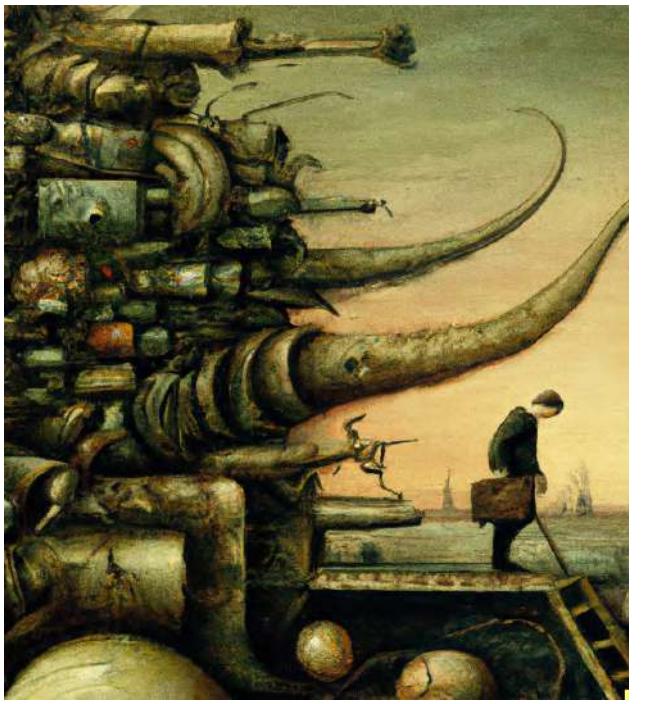
Lisa Frank



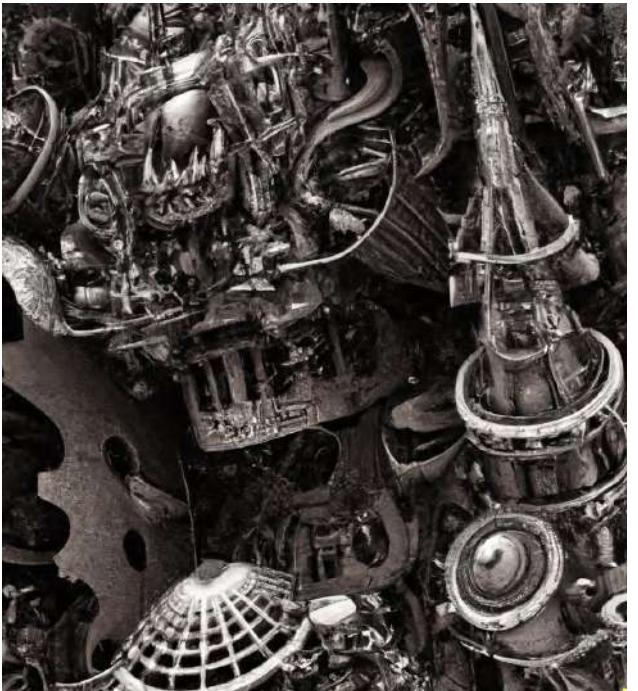
Basquiat ([source](#))



Simon Stålenhag



Zdzisław Beksiński ([source](#))



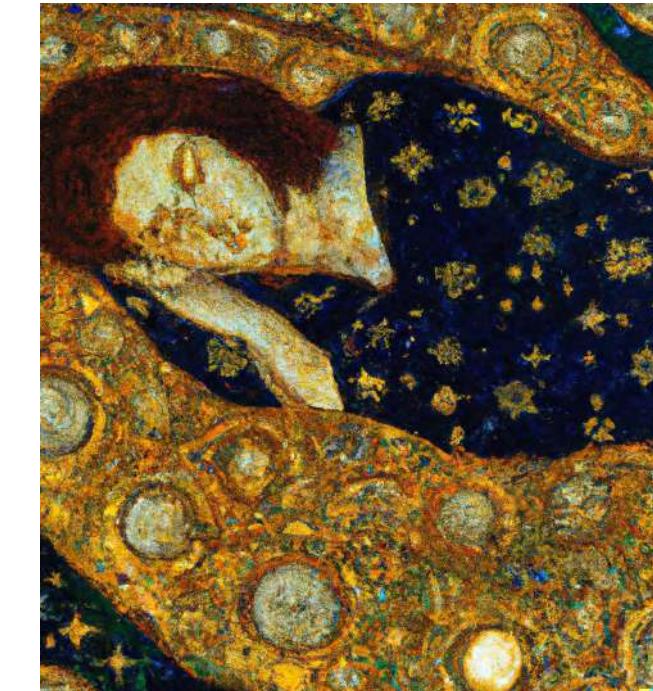
HR Giger ([source](#))



Robert Crumb



Hieronymus Bosch, The Garden of Earthly Delights



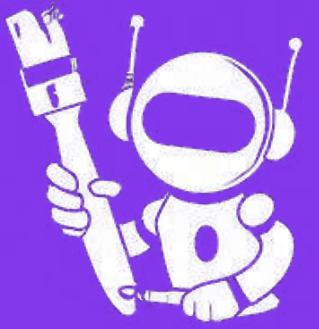
Gustav Klimt, symbolist, gold leaf, 1908



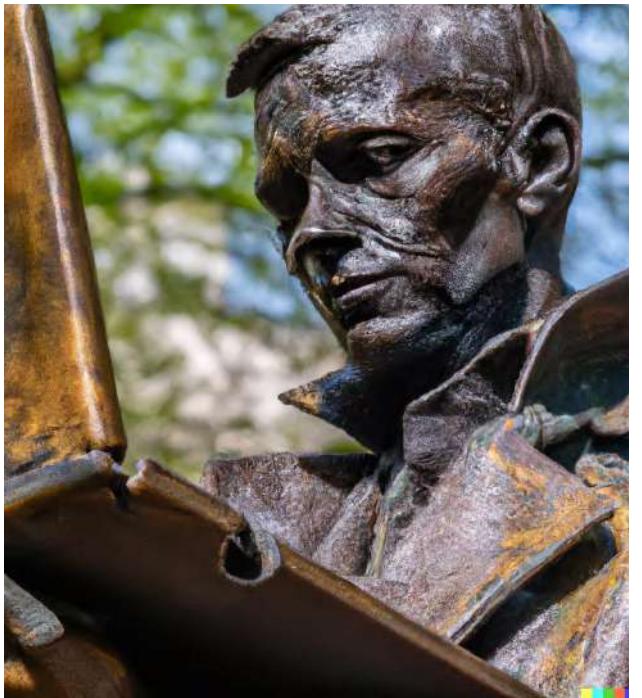
Roy Lichtenstein, half-tone dots, comic detail, pop art

5 -

3D artwork



# Sculpture & statue material examples



Bronze statue



Marble statue ([source](#))



Terracotta warriors ([source](#))



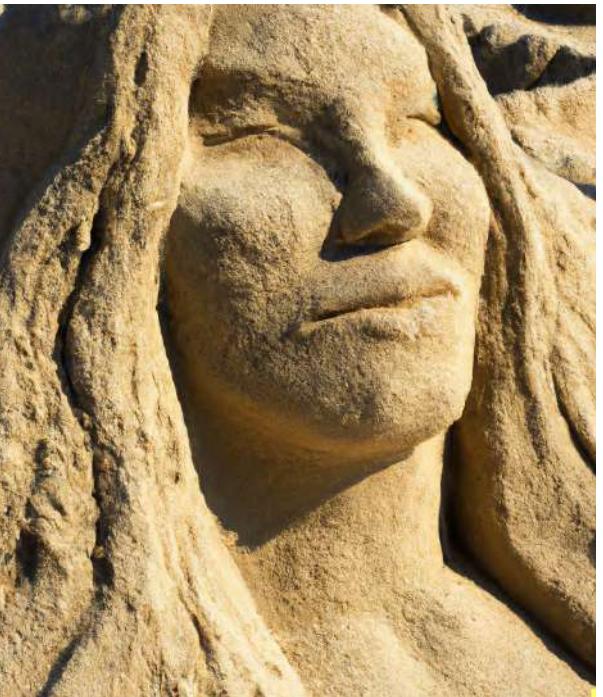
Jade sculpture ([source](#))



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](#))



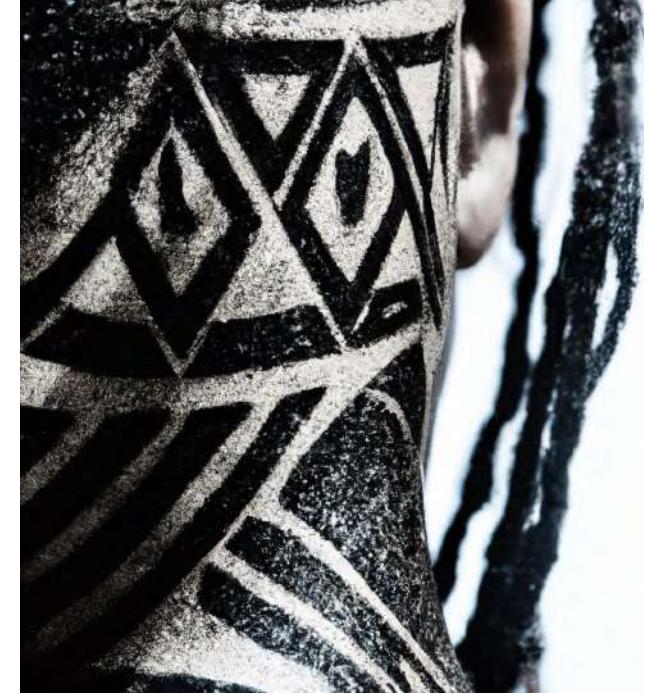
Costumes, outfits, costumery, theatrical, Halloween, cosplay



Hairstyles, haircuts



Nail art



Tattoos and body art



Fashion, fashion photography, fashion & haute couture



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



Jewellery, necklace, rings, etc

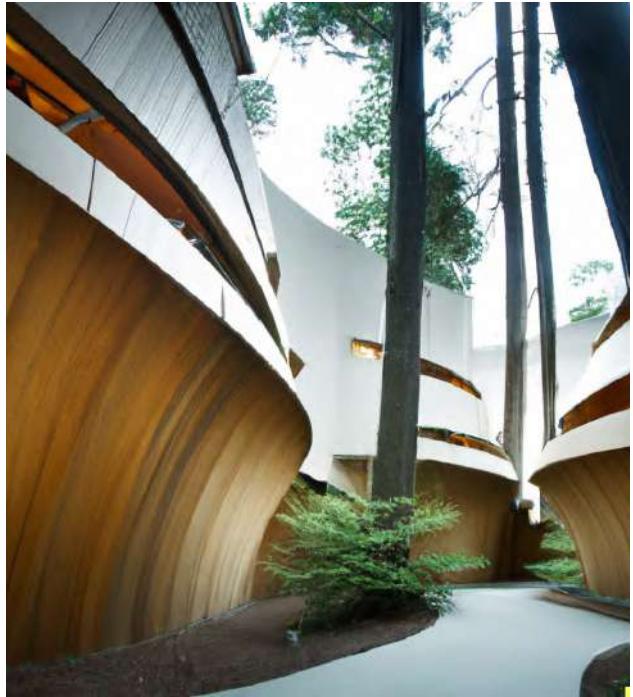


Accessories, bags ([source](#))



Makeup, cosmetics, face paint ([source](#))

# Places and spaces



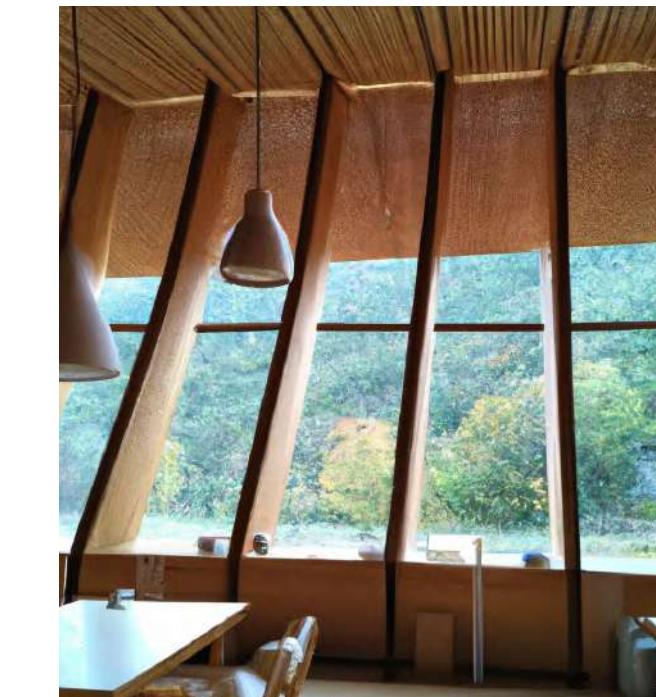
Architecture, buildings, wings



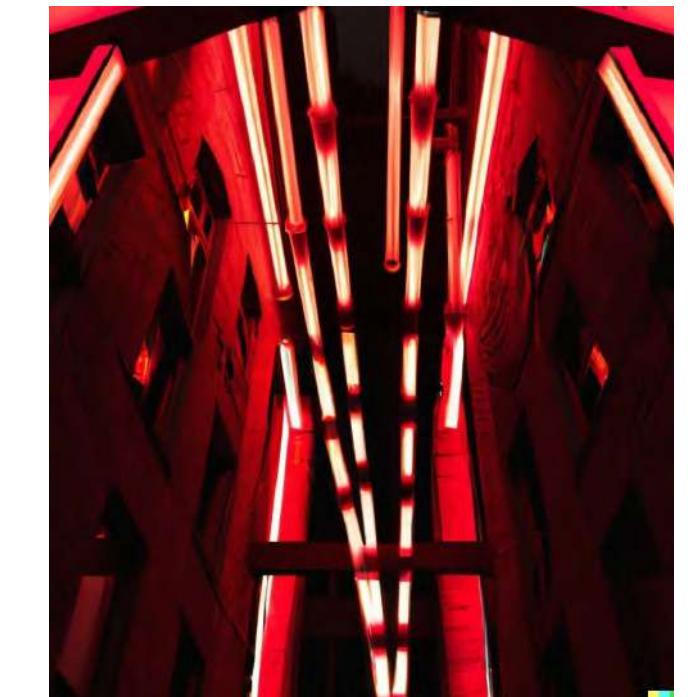
Stage sets, theatrical sets,  
TV sets



Domestic interiors, home design



Commercial interiors, hospitality,  
public buildings, workplaces



Public realm, streets, squares,  
plazas, cityscapes



Gardens, landscaping, natural,  
outdoor spaces



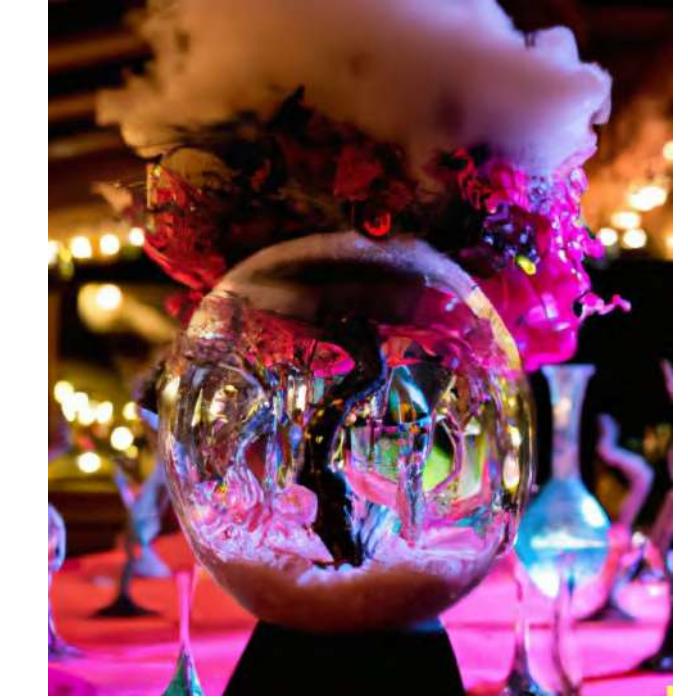
Inflatables, parade floats,  
hot air balloons



Attractions, installations, theme  
parks, educational spaces, venues



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



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

# Crafty arts: paper & textiles



Papercraft, origami [\(source\)](#)



Diorama, dolls house [\(source\)](#)



Pop-up book



Paper embossing



Papier mâché



Needle felting [\(source\)](#)



Appliquéd needlework



Embroidery [\(source\)](#)



Knitting patterns



Amigurumi [\(source\)](#)

# Crafty arts: ceramics & glass



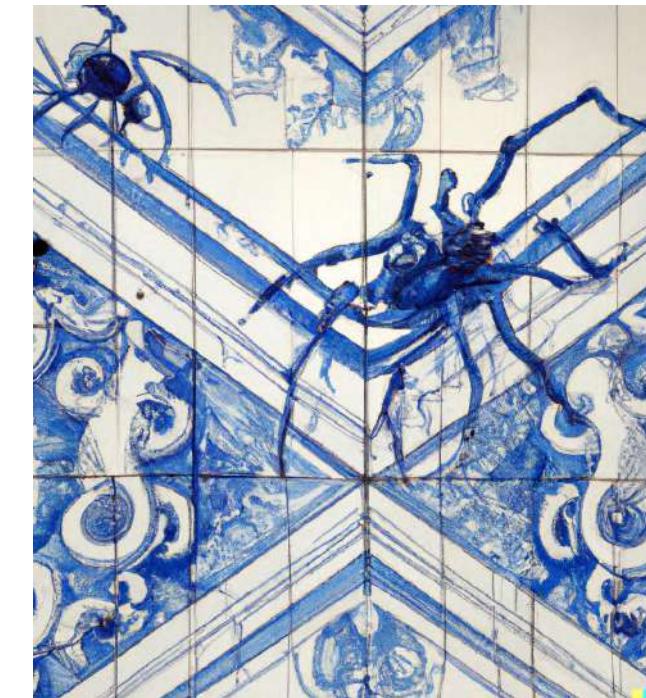
Ceramic, bust, Kintsugi



Clay, pottery, sculpture [\(source\)](#)



Porcelain



Azulejo, Portuguese blue-and-white painted tile art



Stained glass [\(source\)](#)



Glass paperweight



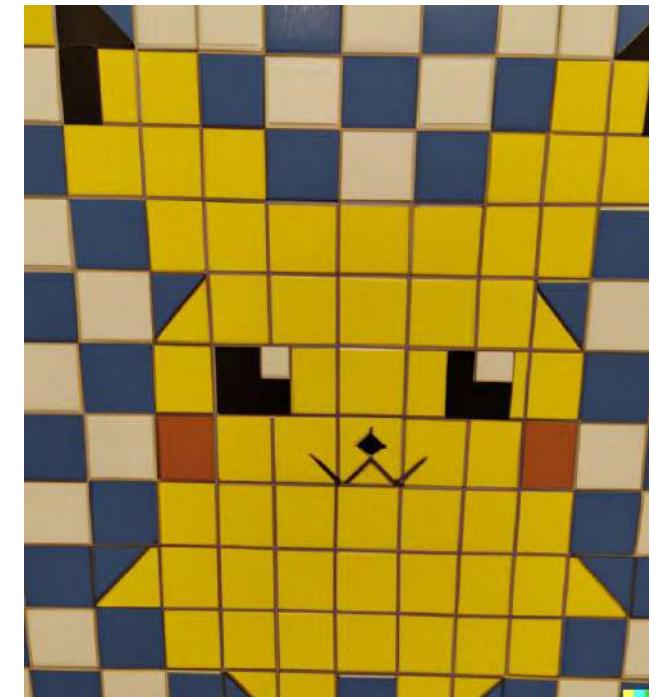
Snowglobe



Bubblegram



Crystal figure



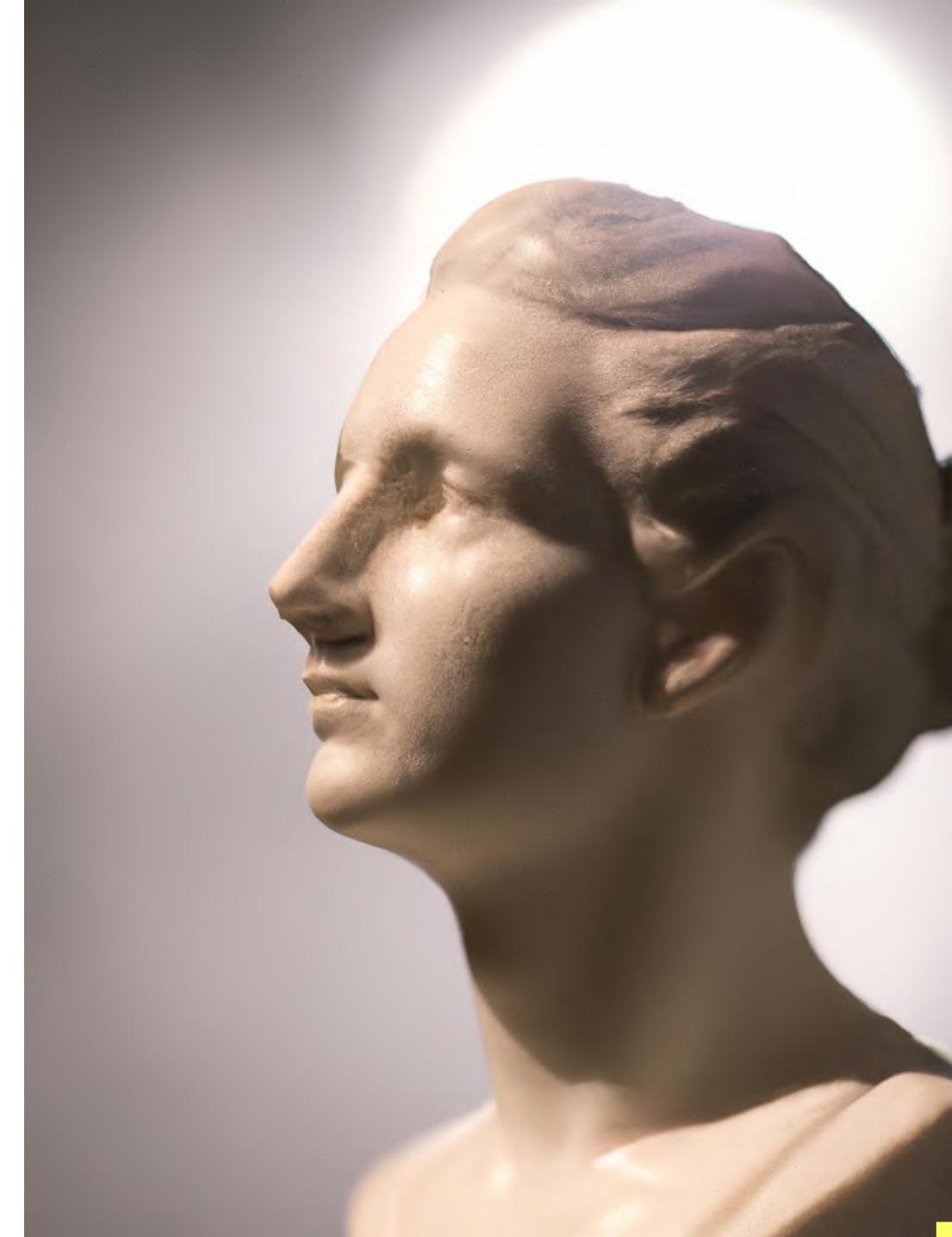
Tile art, mosaic [\(source\)](#)

# 'Photographing' your work

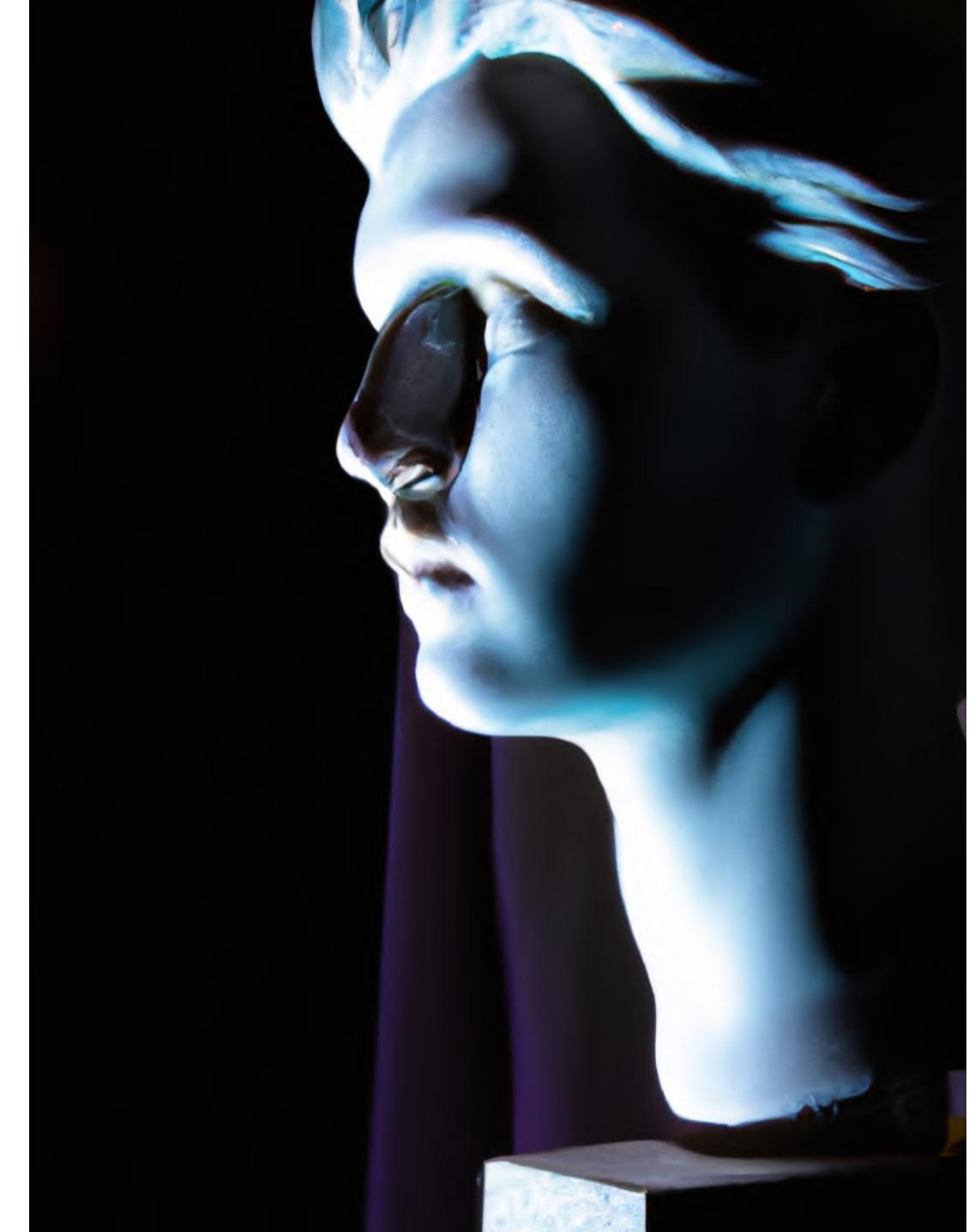
*Aside from defining the subject, don't forget you can also use photography prompts to control how DALL·E depicts it. See [the photography section](#) for more.*



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



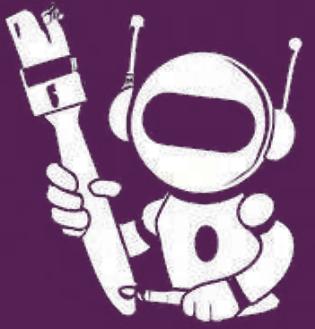
...studio photography, dark grey background, softly backlit, gentle smoke effect, photo courtesy Museum of Art



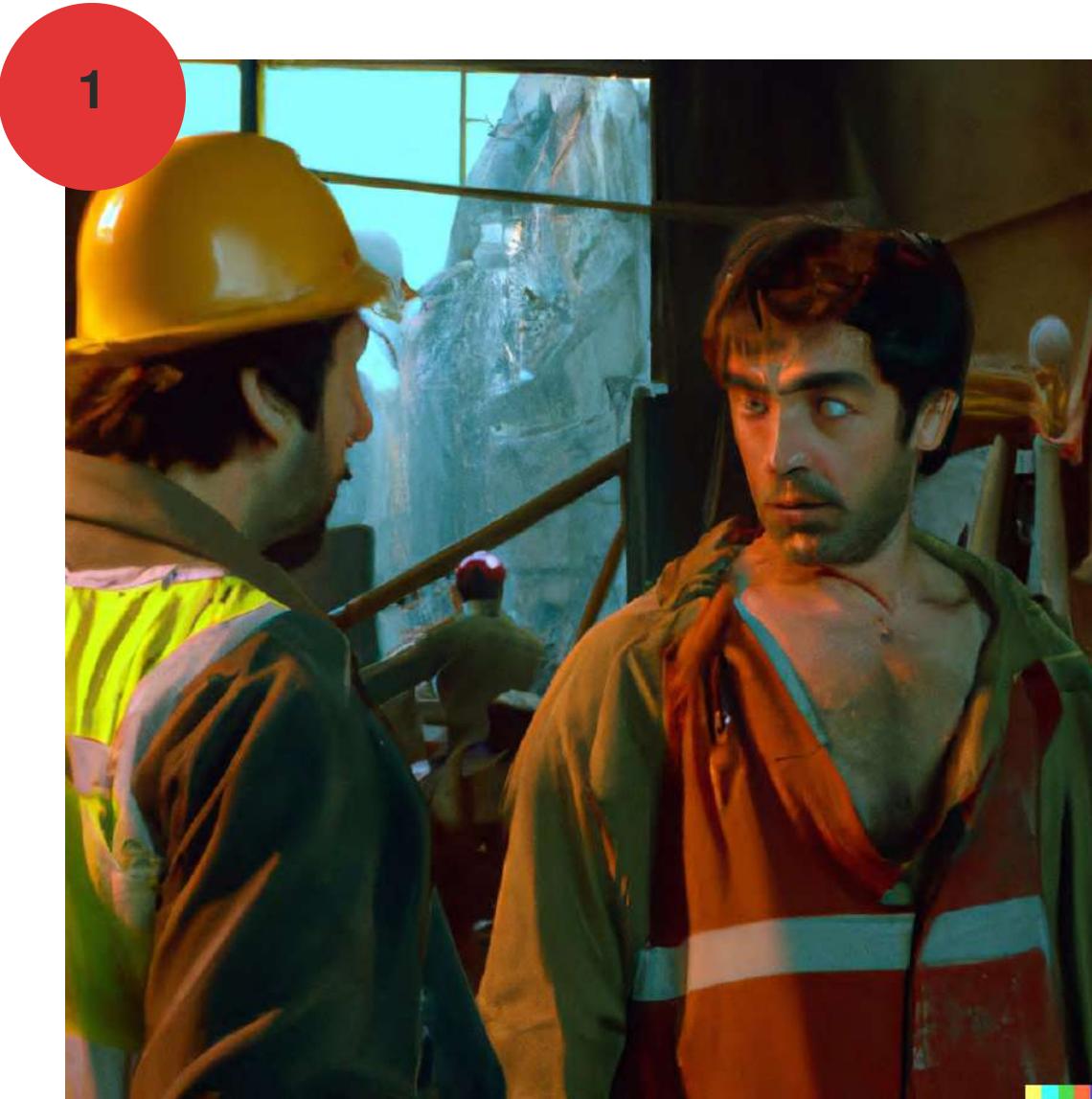
...dramatic low-key neon lighting, light painting, editorial photo from magazine,

6 -

techniques

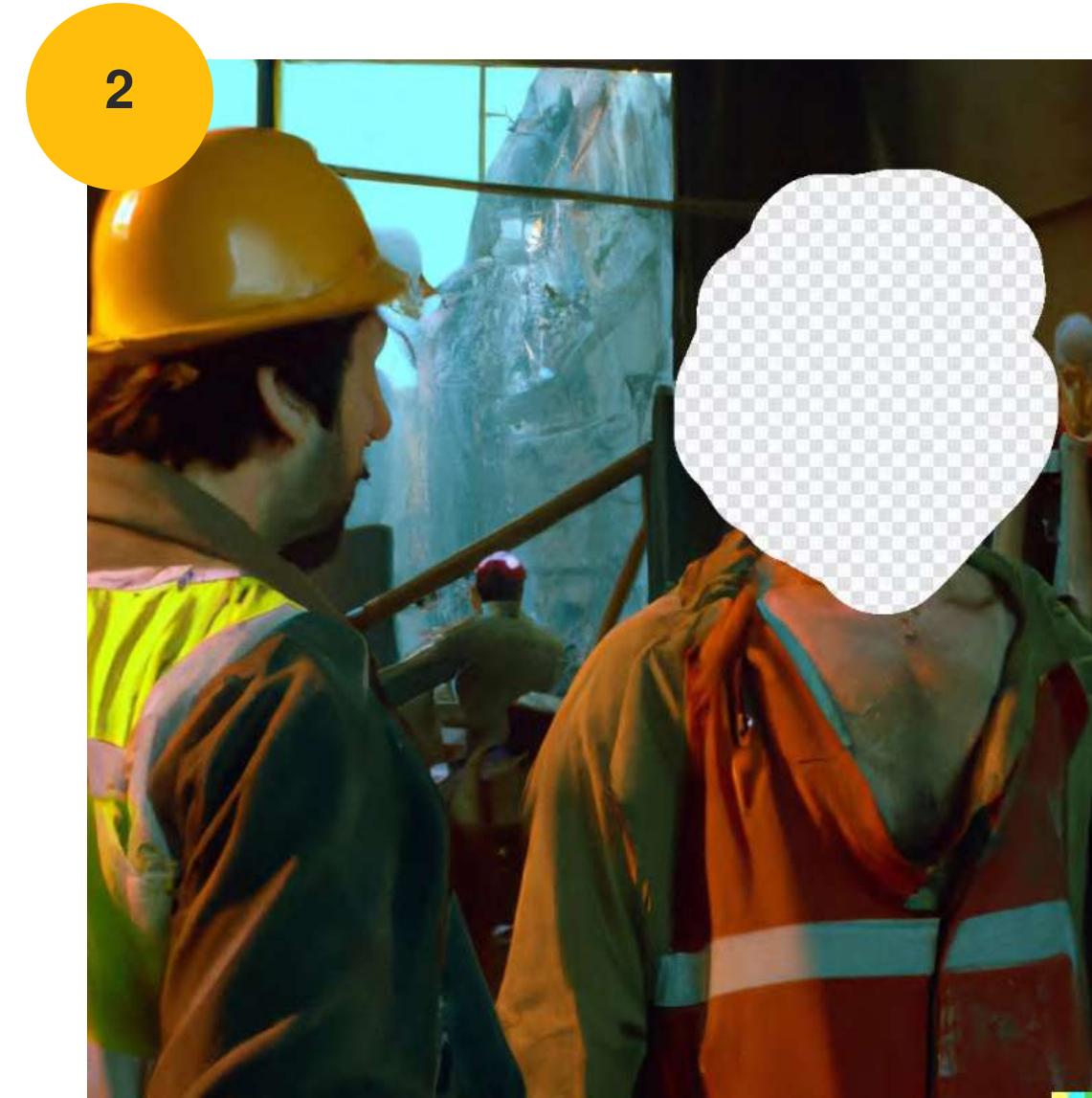


# Edits: fixing a detail



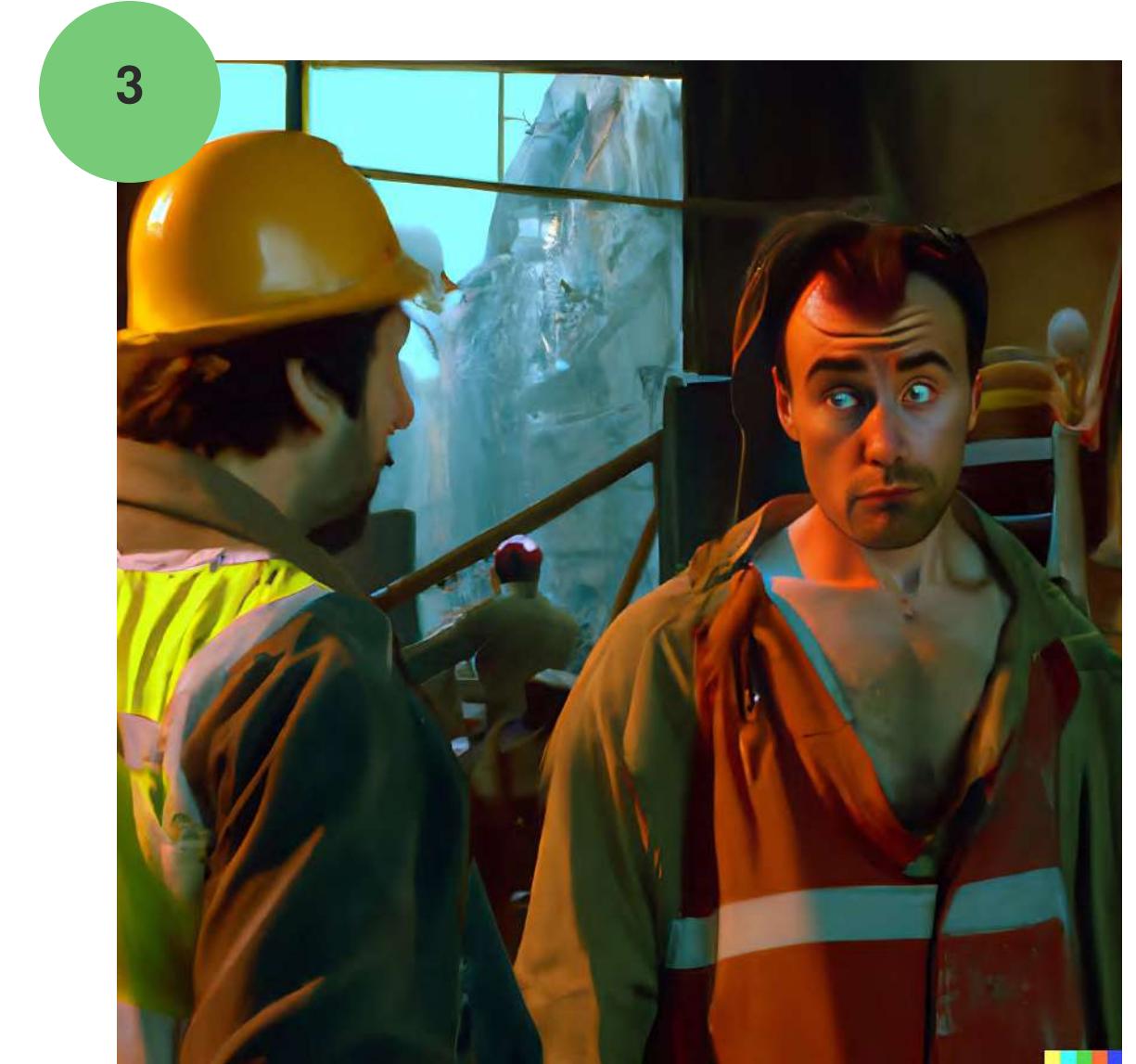
Source image: "Film still, two construction workers arguing intently, over-the-shoulder shot, colourful cinematography from *Amélie* (2001)"

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'****

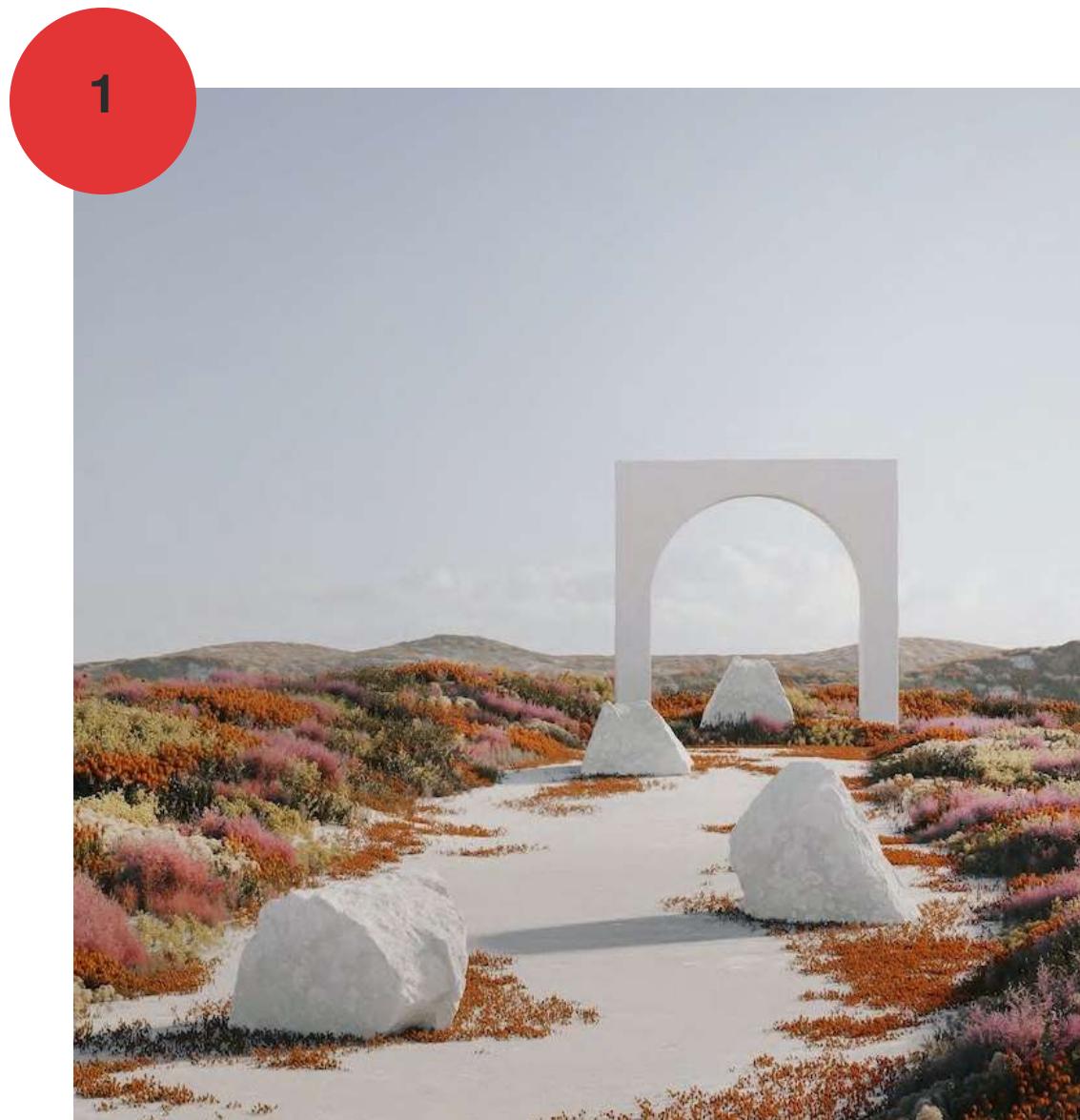


Final image, plus a pass from [ARC's free Face Restorer](#).

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

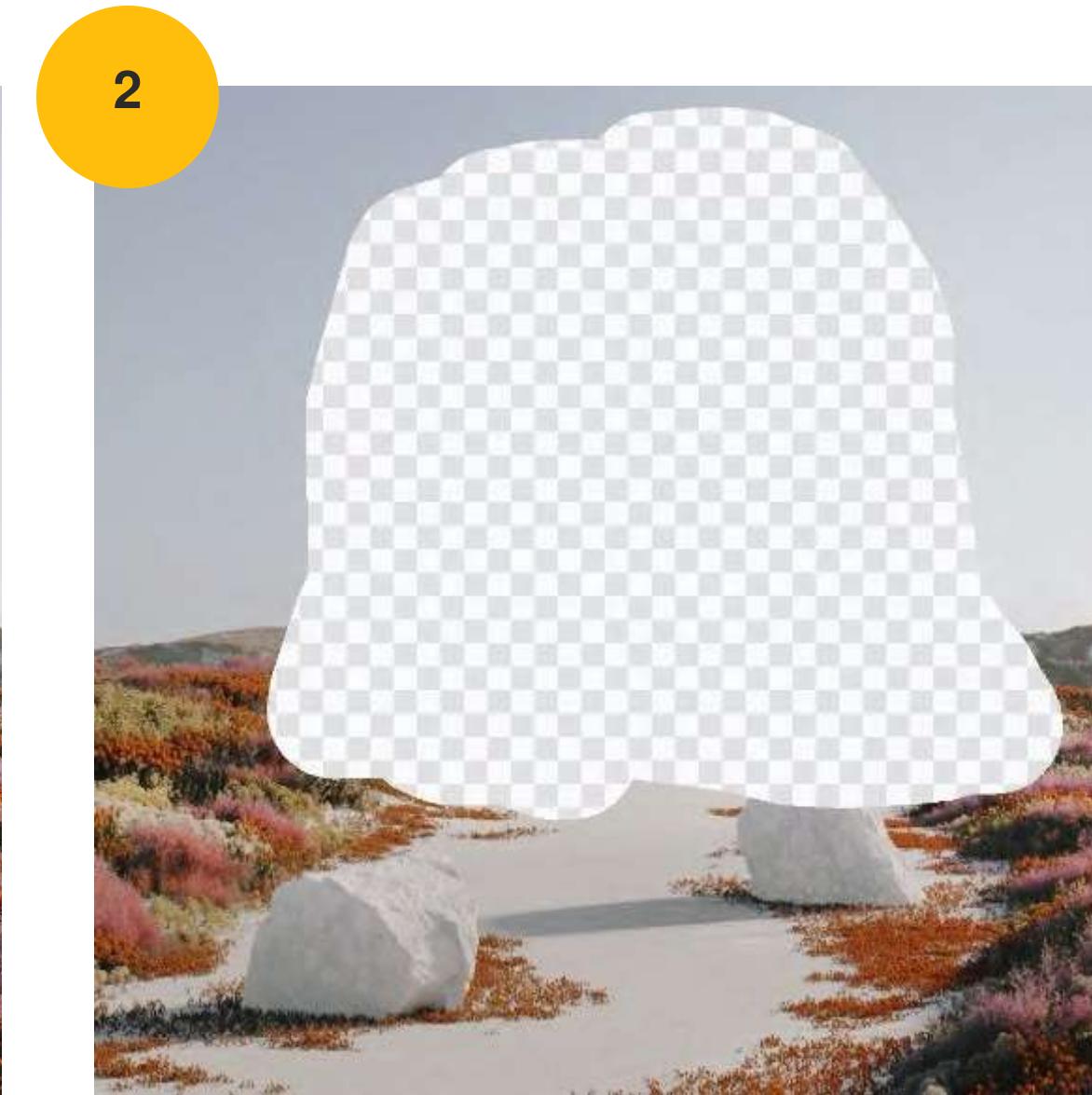
# Edits: replacing the subject

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 empty space where there was nothing.



Source image: [Unsplash photo from Jonathan Formento](#).

Let's get rid of the arch!



- 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!

# Edits: replacing the background

1



Source image, generated by DALL-E.

Let's put our subject somewhere less gloomy.

2



**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.

3



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'****

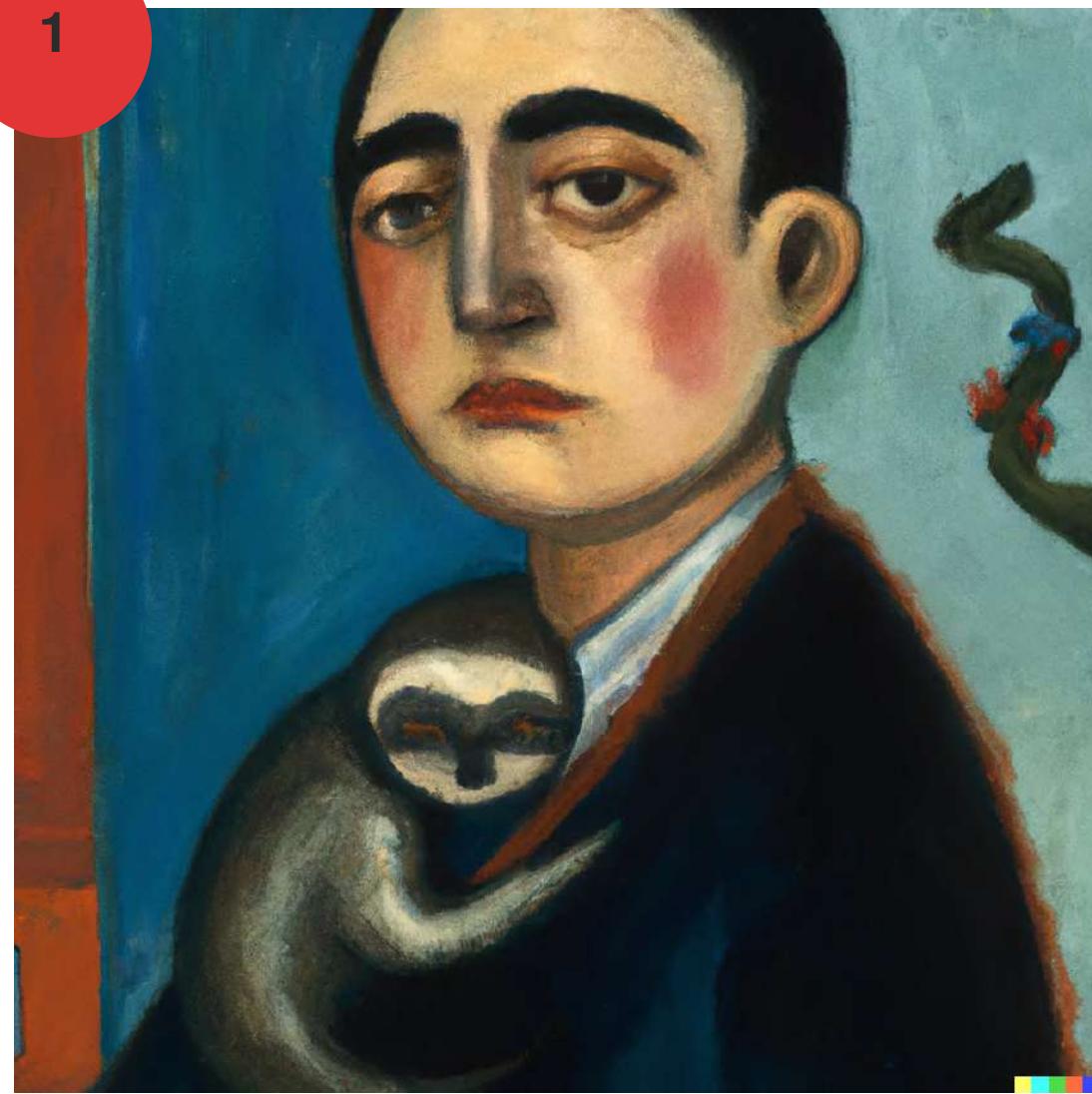
# Edits: simple uncropping / 'outpainting'

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!

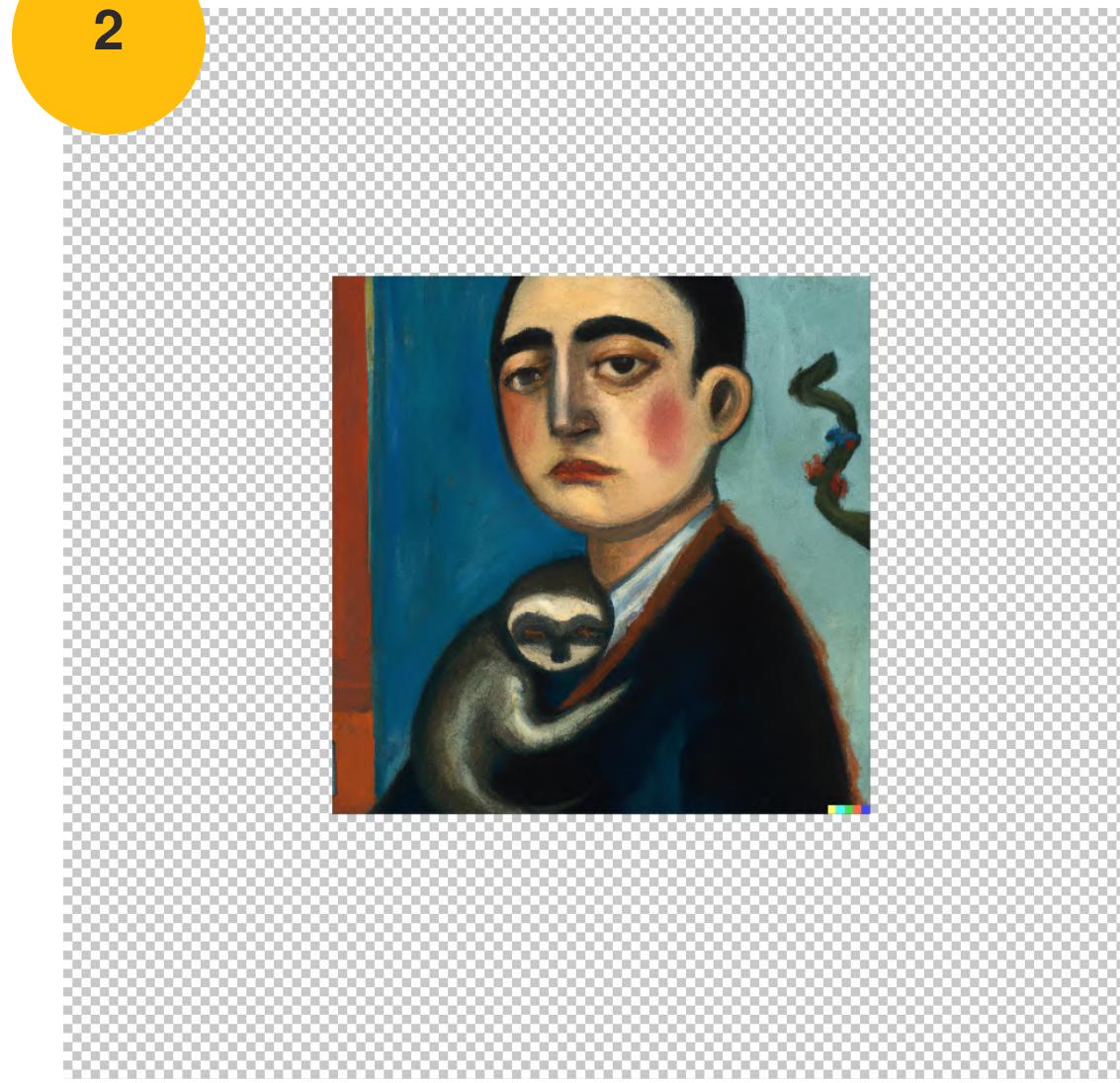
Personally, I like [PhotoPea](#), the free online Photoshop alternative.

**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



2



3



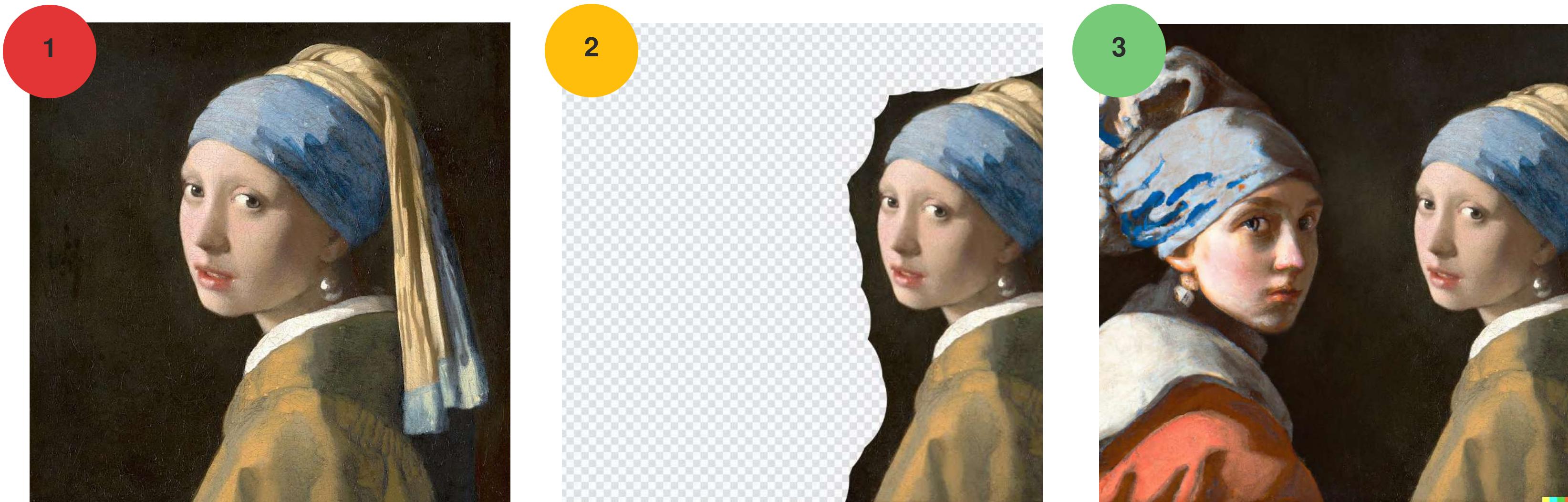
- 1) Download the image, import into PhotoPea etc
- 2) Shrink the image (or expand the canvas) so it is surrounded by blank space
- 3) If the blank space is white, delete that layer or pixels, so it's *transparent*

- 4) Export as a PNG
- 5) Upload it to DALL·E and choose 'edit'
- 6) Delete at least one pixel of the image, using the 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

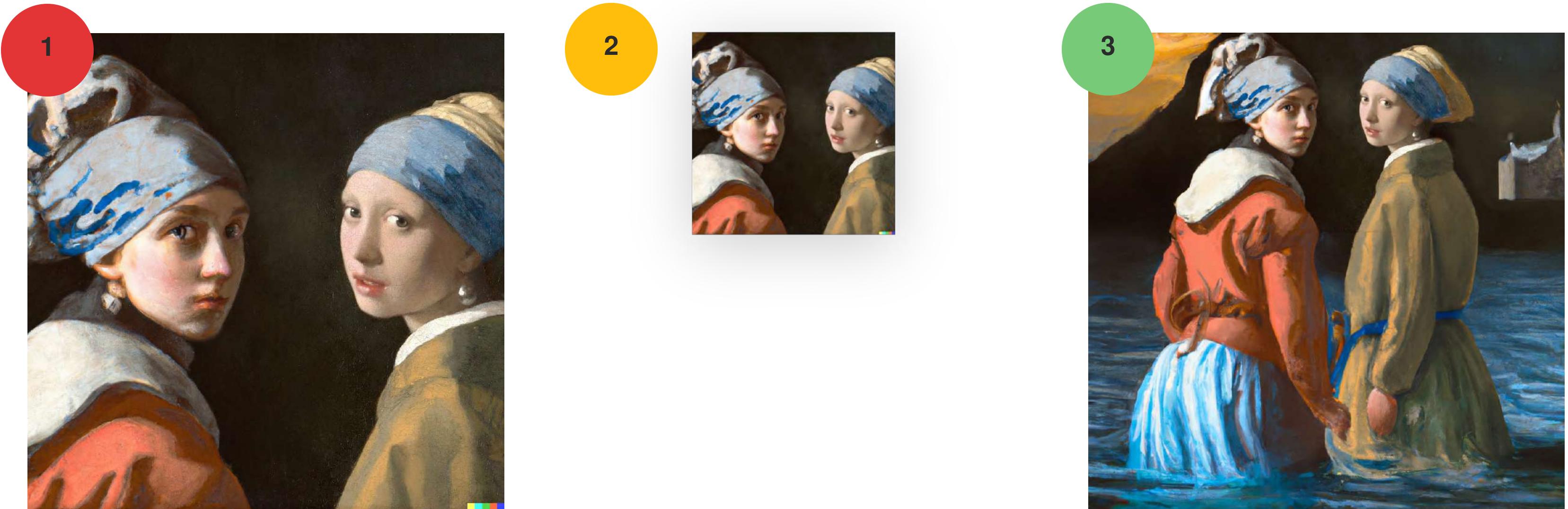
- 1) Rather than simply zooming out 50%... **try using the source image in different positions, sizes + rotations**
- 2) Rather than repeating the same prompt as source, **try entering different text that clearly defines the blank area**
- 3) Rather than using the entire square source image... **try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

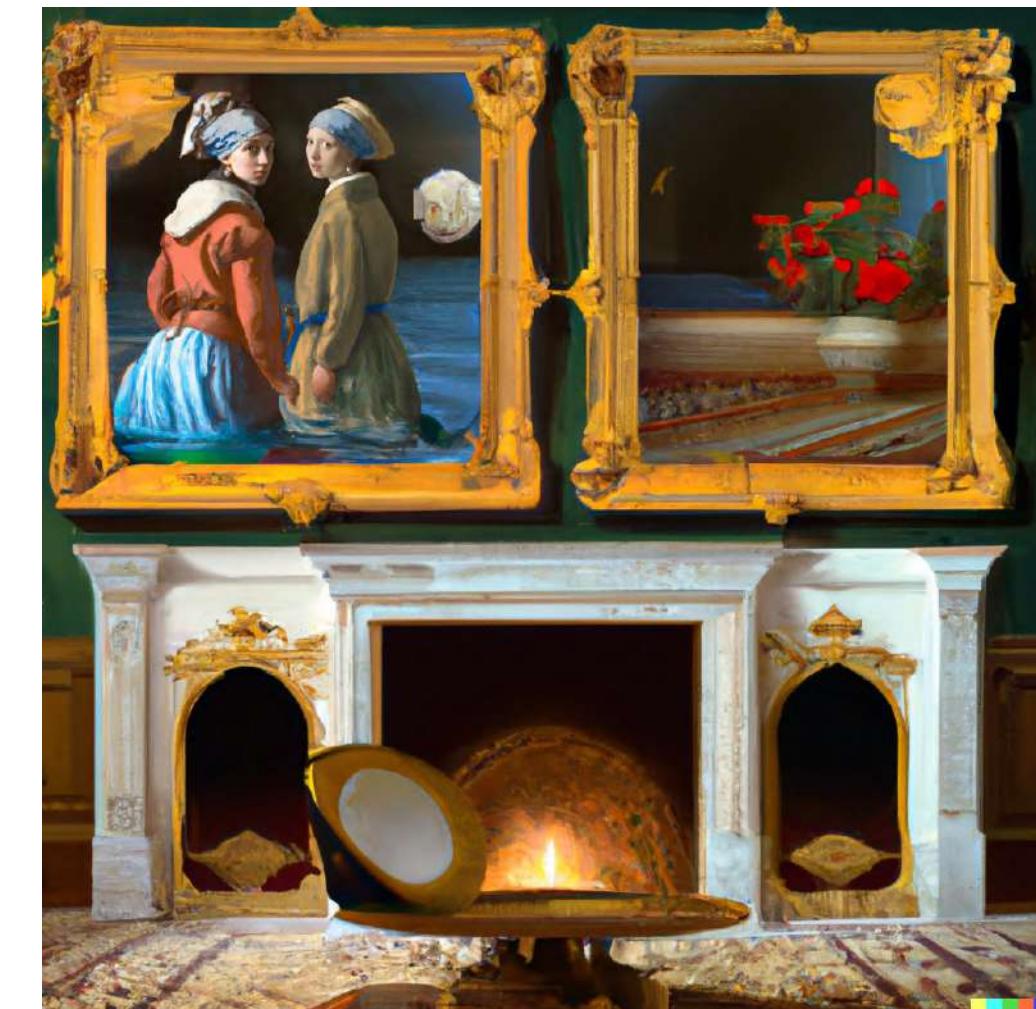
Of course, we can take any uncropped image and continue uncropping that, in a recursive process that zooms out infinitely. This can make for some pretty cool videos, especially if you keep each uncrop consistent and central (as in the first example), although producing a video like this currently requires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

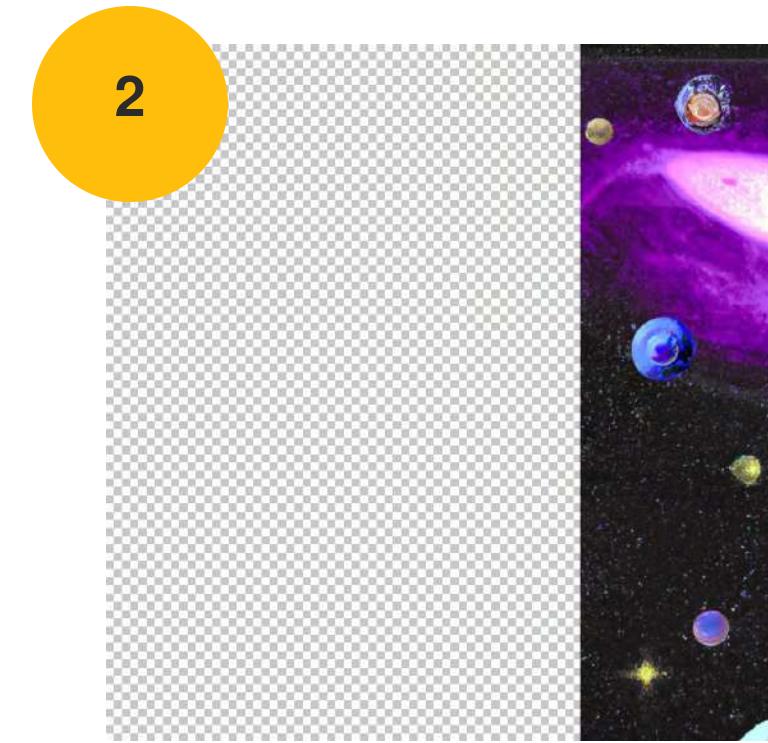
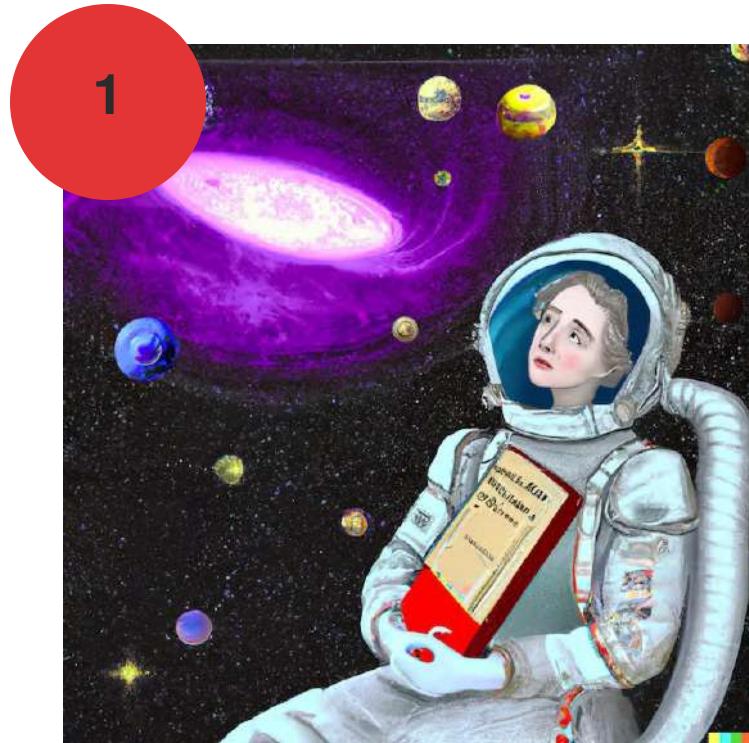
We can also put our source image in a different context: in a frame on a wall, as a reflection in someone's eye, in a 'WANTED' poster, or something else that suddenly reveals a 'new layer of reality.'



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'***

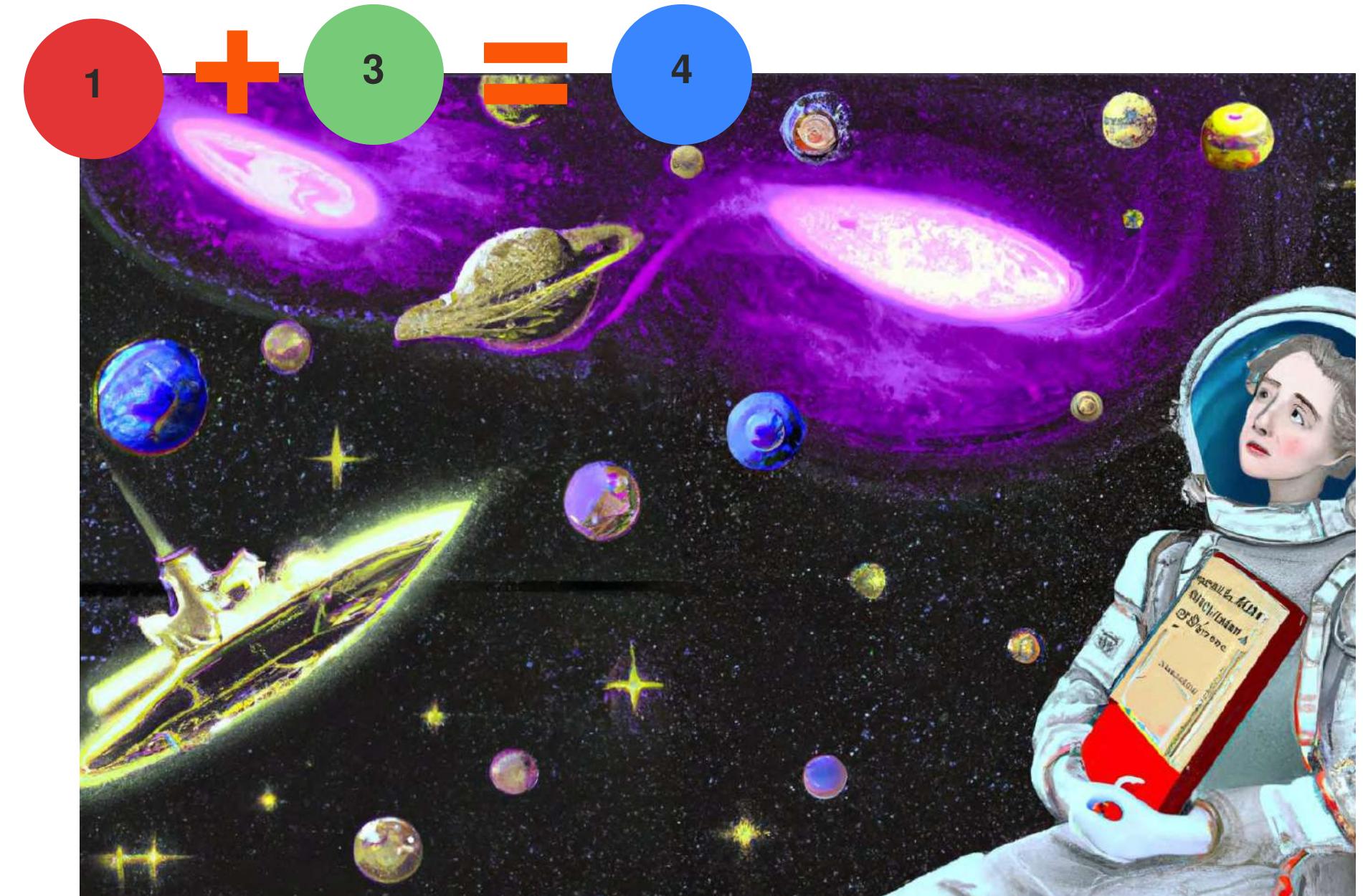
# Edits: making landscape + portrait images

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.)

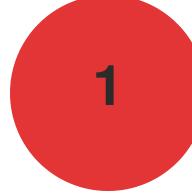




Mural by [David Schnurr](#), Open AI, 4096×2341

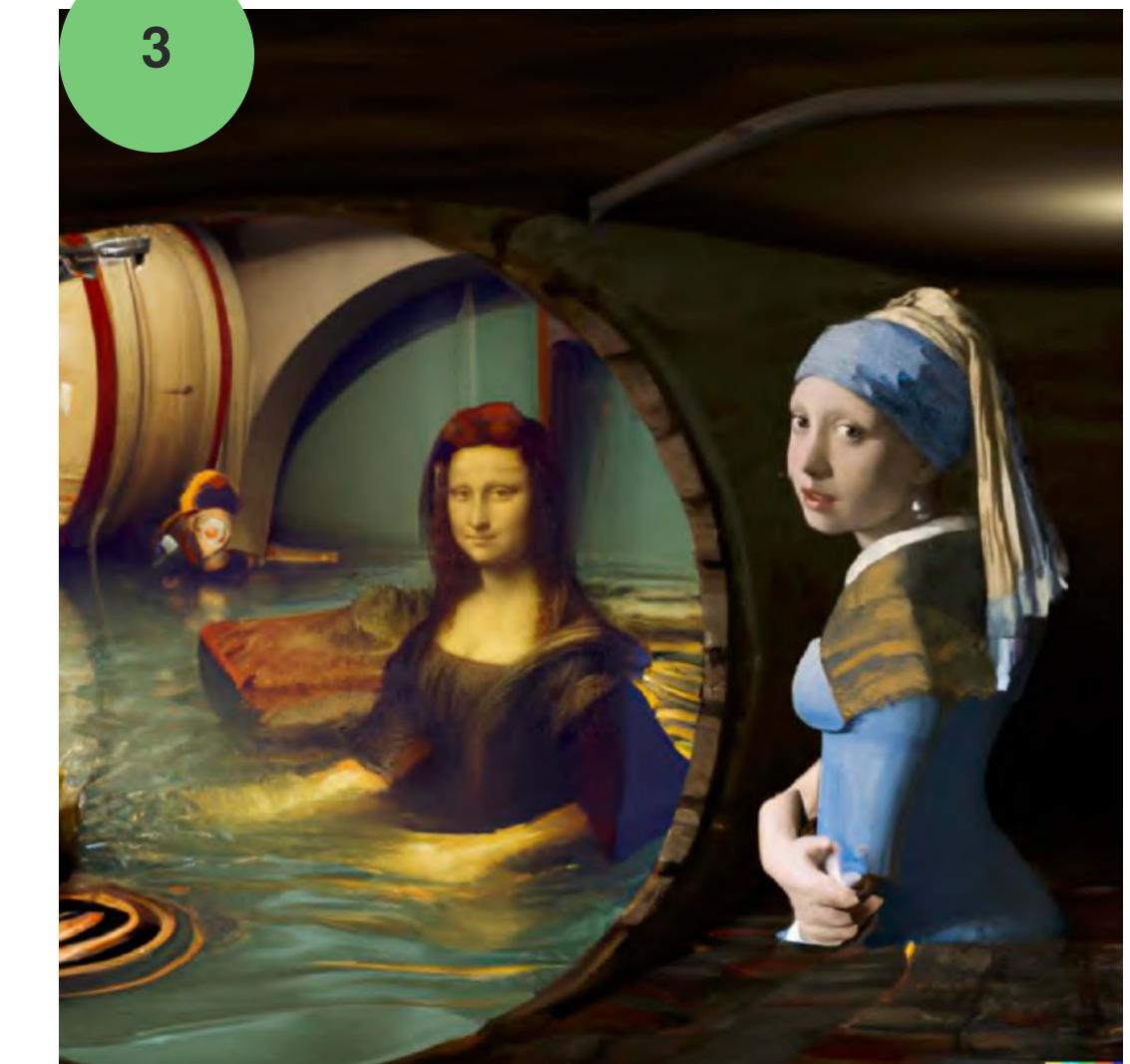
# Edits: combining images, low-res version

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.

 1 2

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*

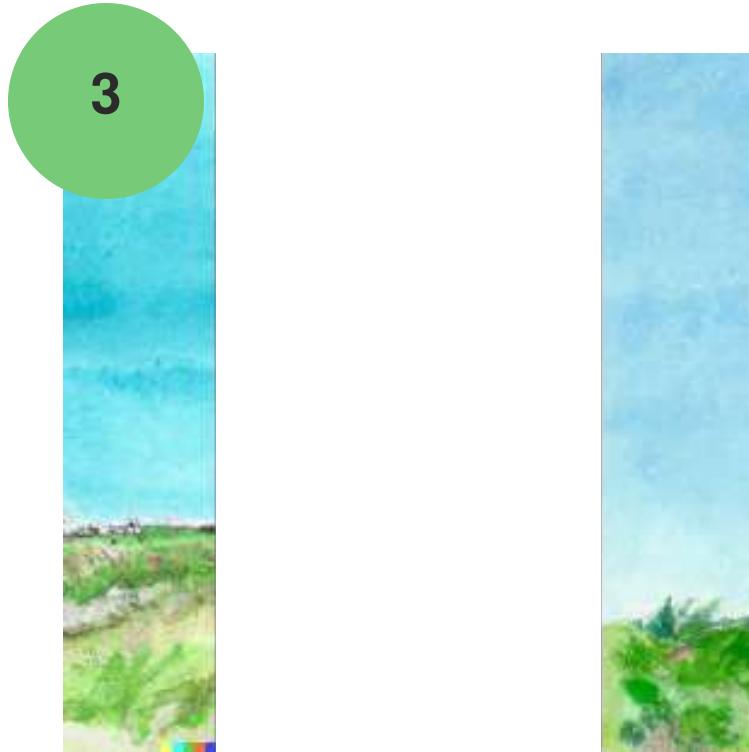
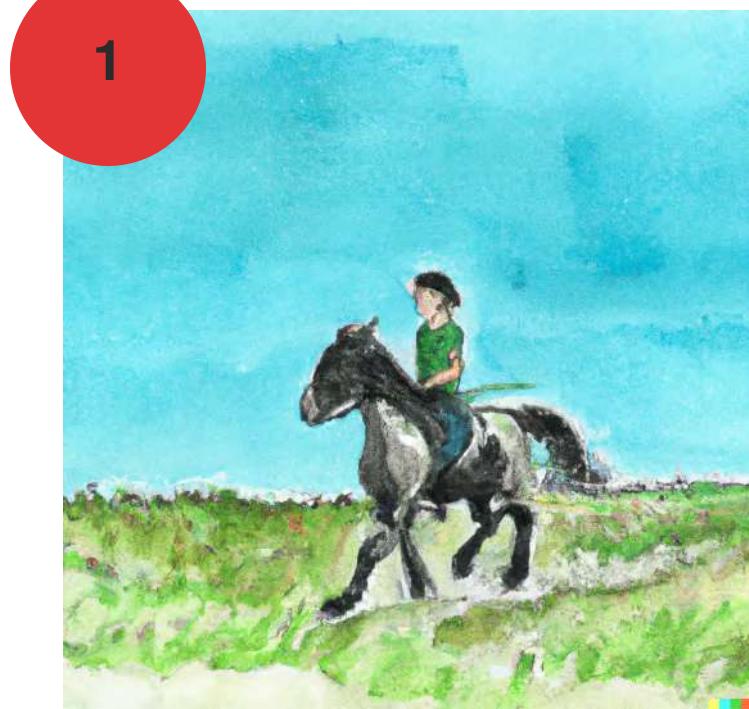
 3

*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](#))

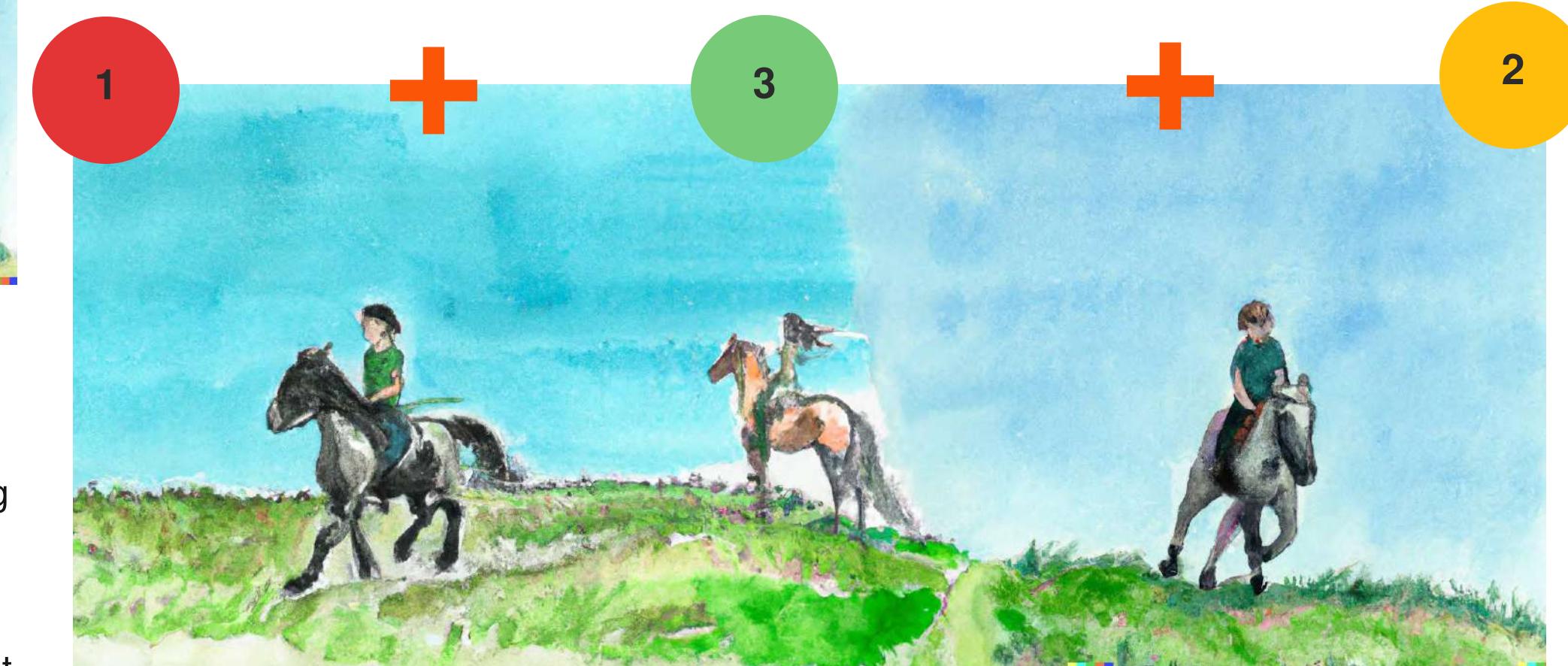
# Edits: combining images, widescreen version

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!

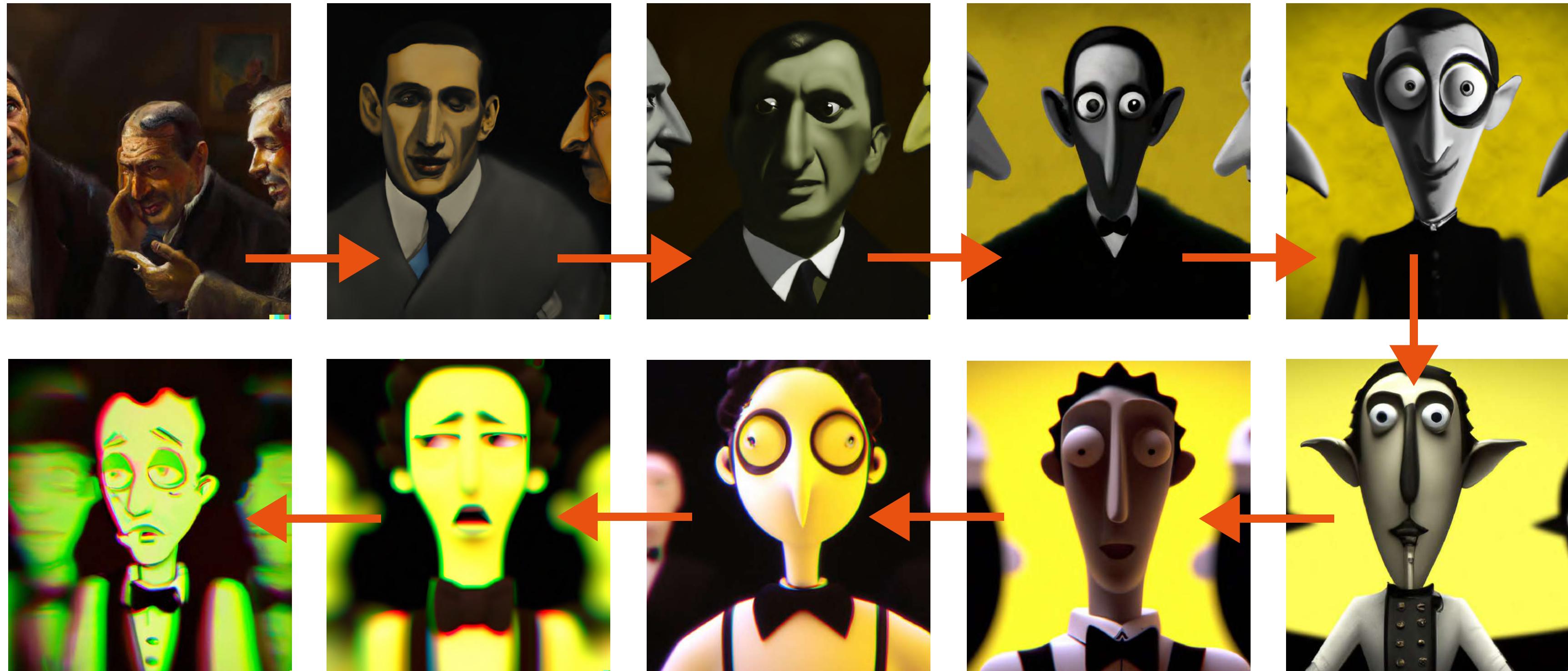
In the video on the right, created by [@ScottInAllCaps](#), you can see the many steps they went through to generate the final image – a great example of powerful DALL·E usage, beyond simply trying lots of different text prompts.

**Video not loading? [See it here on Reddit.](#)**



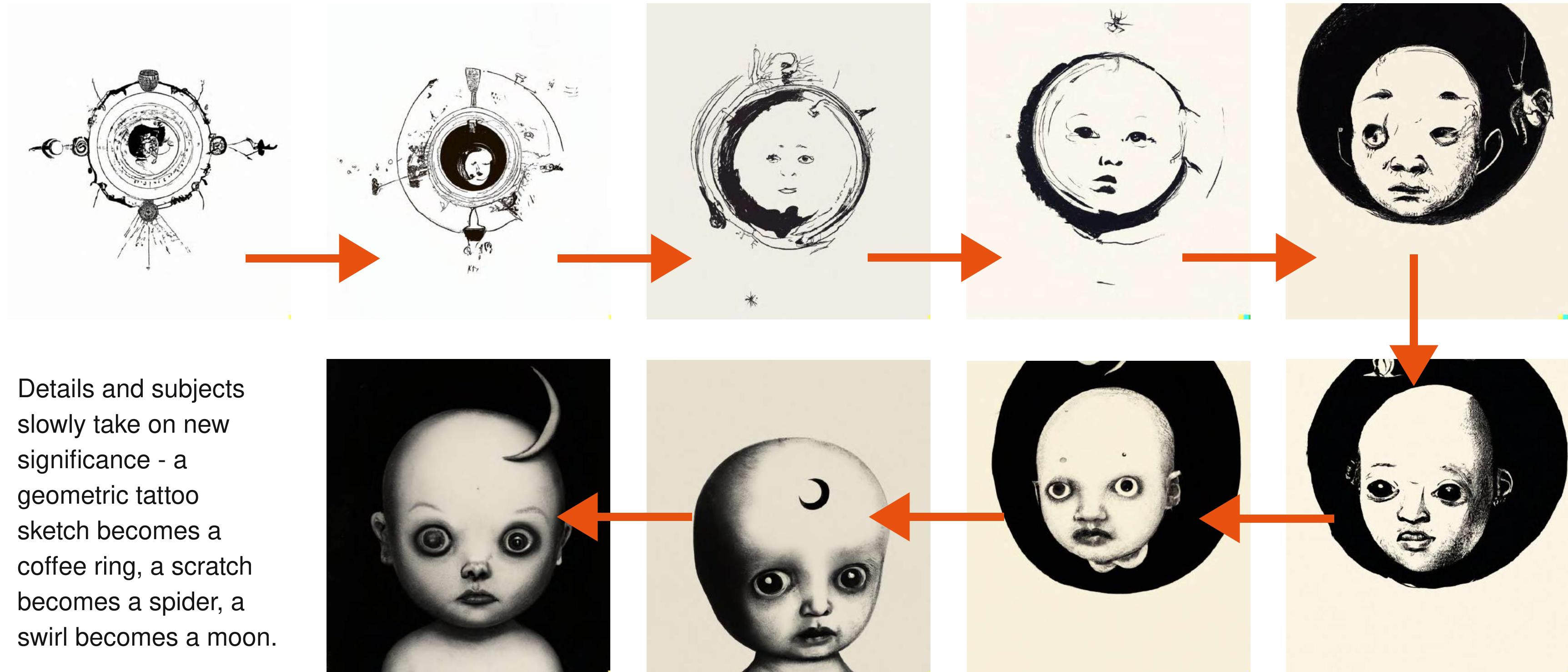
# Variations: going on a weird journey

'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.



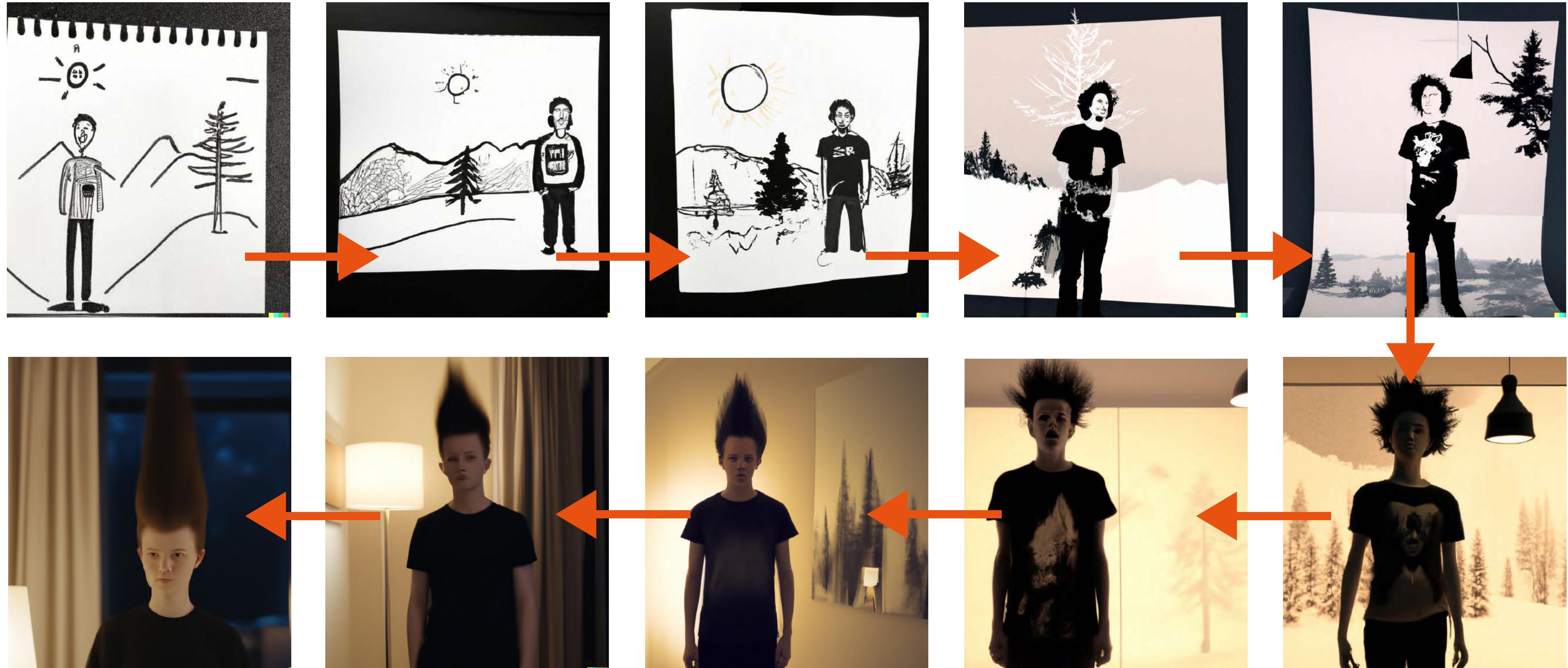
# Variations: going on a weird journey

'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.



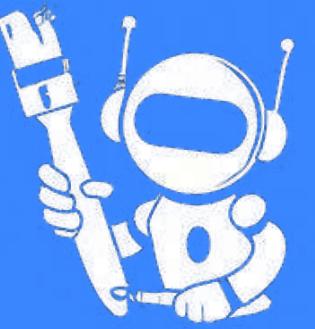
# Variations: going on a weird journey

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.



7

—  
showcase



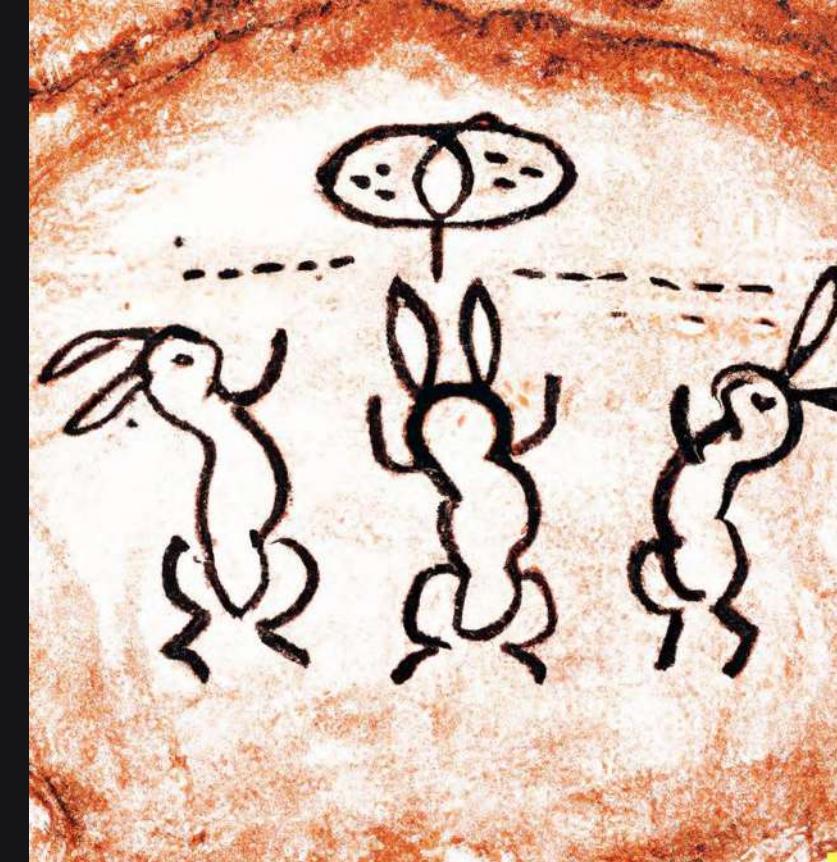
# The rabbit mirror ritual

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.

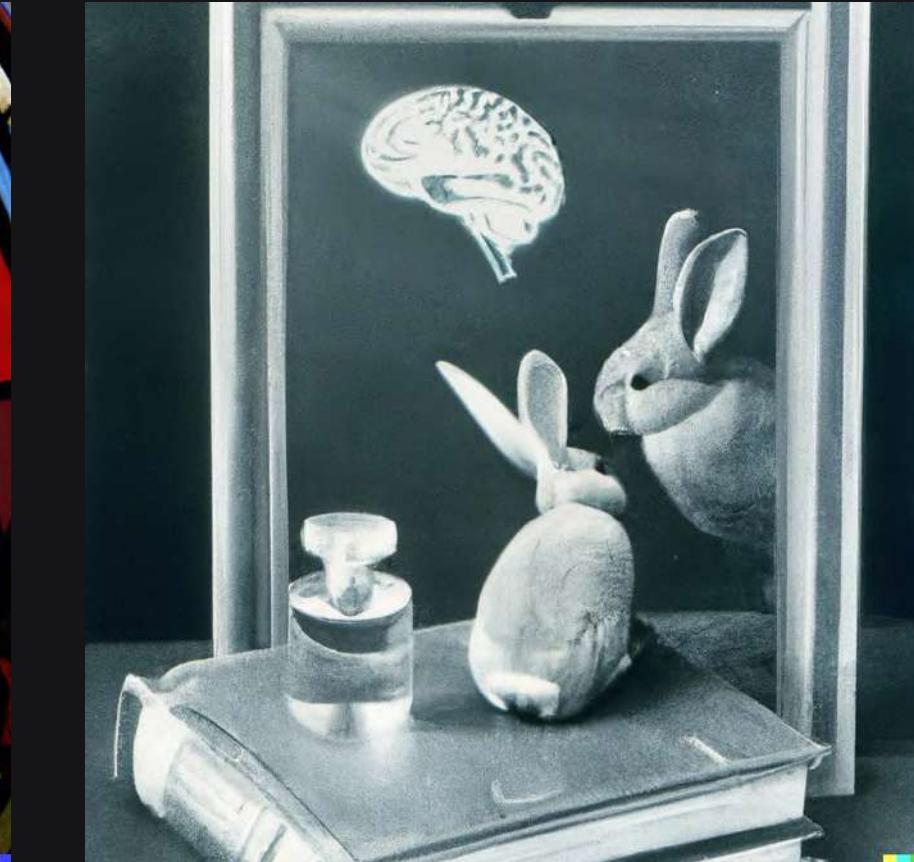
Or at least the dawn of rabbits.



A stain glass window depicting the rabbit mirror ritual



A Paleolithic painting depicting the rabbit mirror ritual



Rabbit mirror ritual, 2



Abstract acrylic painting of the rabbit mirror ritual, earth tones, heavy impasto technique



Rabbit mirror ritual, 3



Profile portrait of a rabbit looking in a mirror, dark room, top lit

# Good morning

Each day, AI artist [Merzmensch Kosmopol](#) prompts DALL·E for a good morning, in a different style each time.

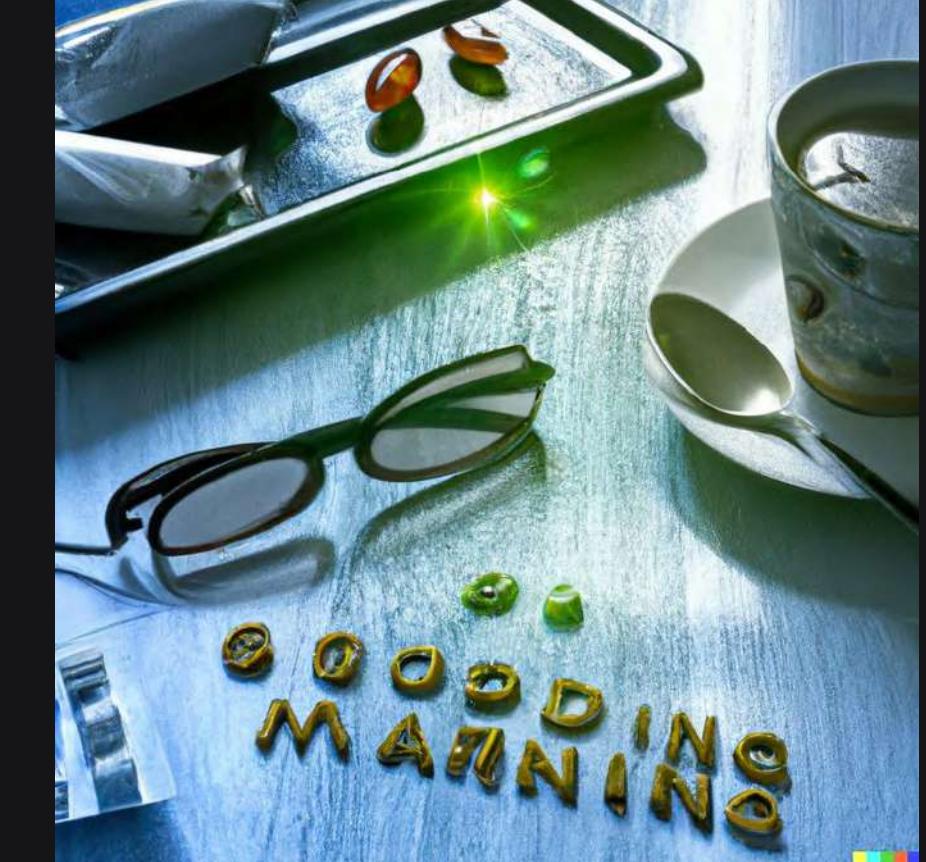
Here are a few charming results.



"Good morning, a movie poster for a movie by Fellini"



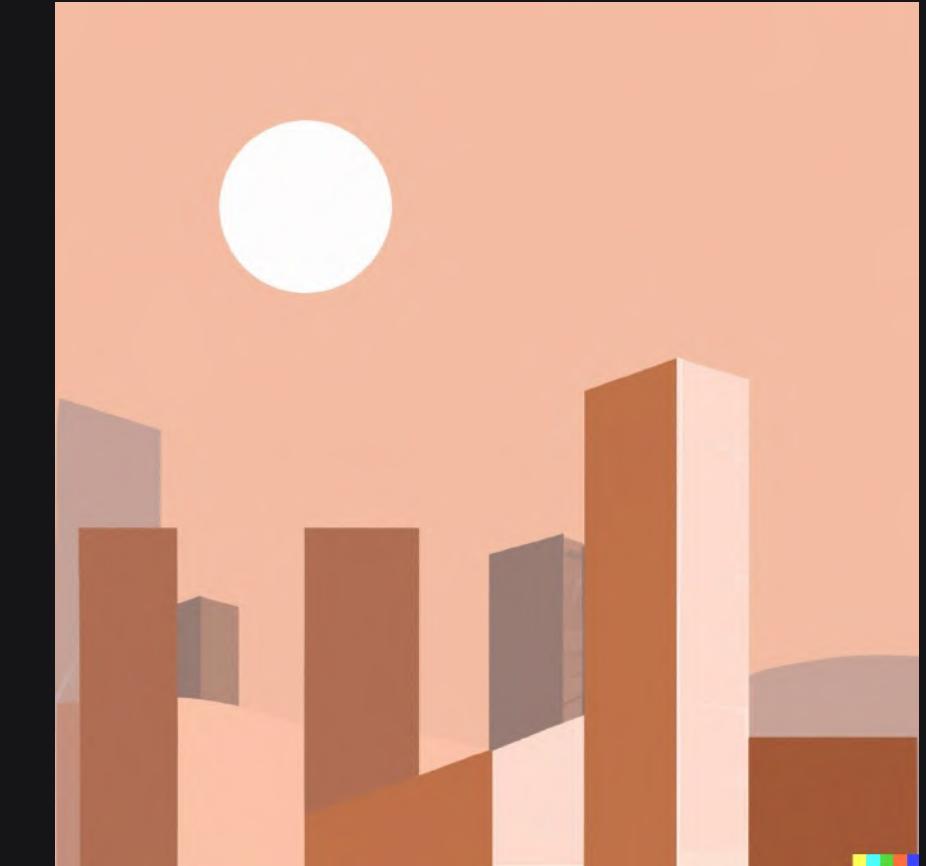
"Good morning, by Brueghel the Elder."



"Good morning, in the style of the movie Matrix."



"Good morning, in the style of Arcimboldo."



"Good morning, as a Constructivist painting"



"Good morning, a dystopian version"

# 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.



Photo of dark temple, golden treasure, high detail, smoke, sharp, fog

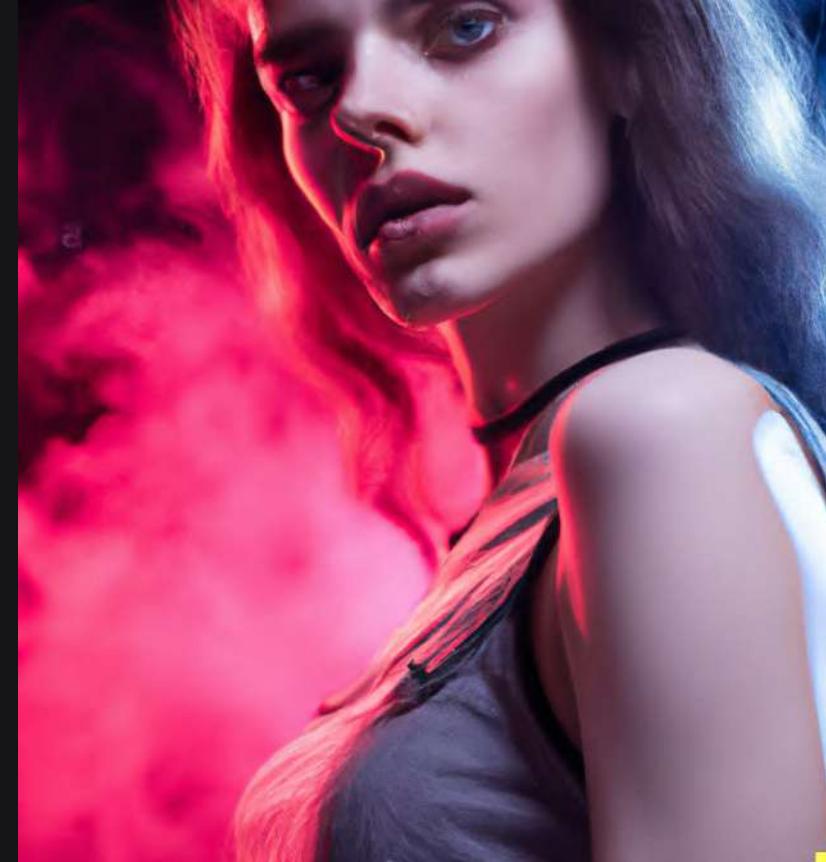


photo of slim girl, 20yo, close-up, high detail, studio, smoke, sharp, pink violet light, studio, 85mm sigma art lens



House on fire at night, high detail, smoke, sharp, fog, darkness

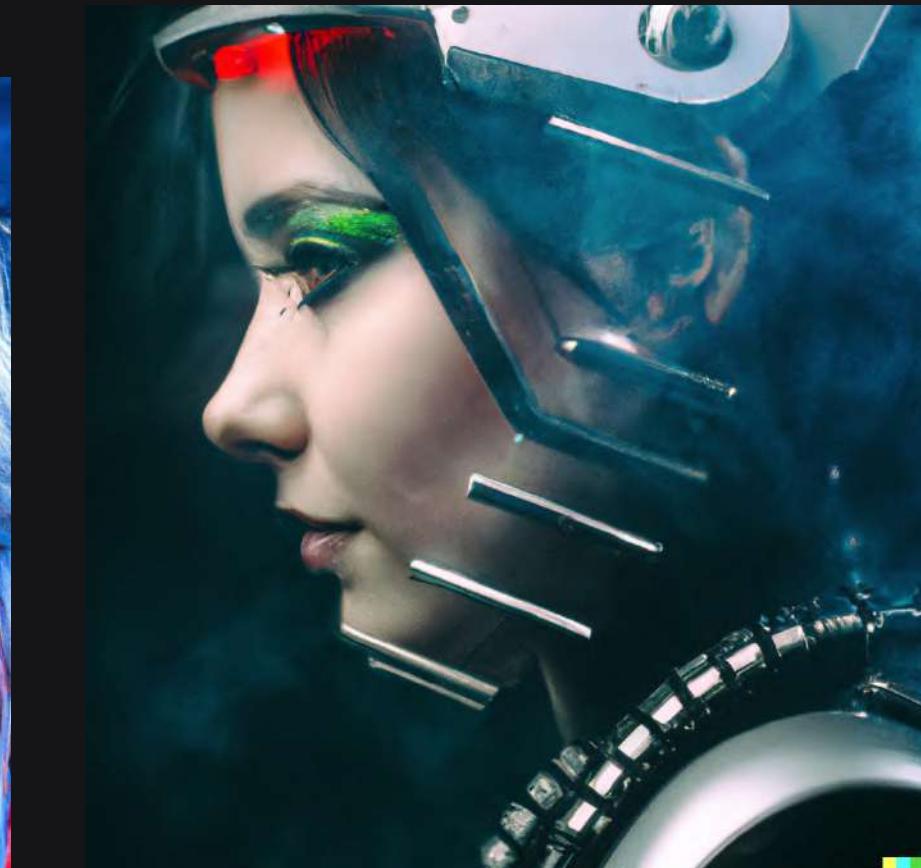
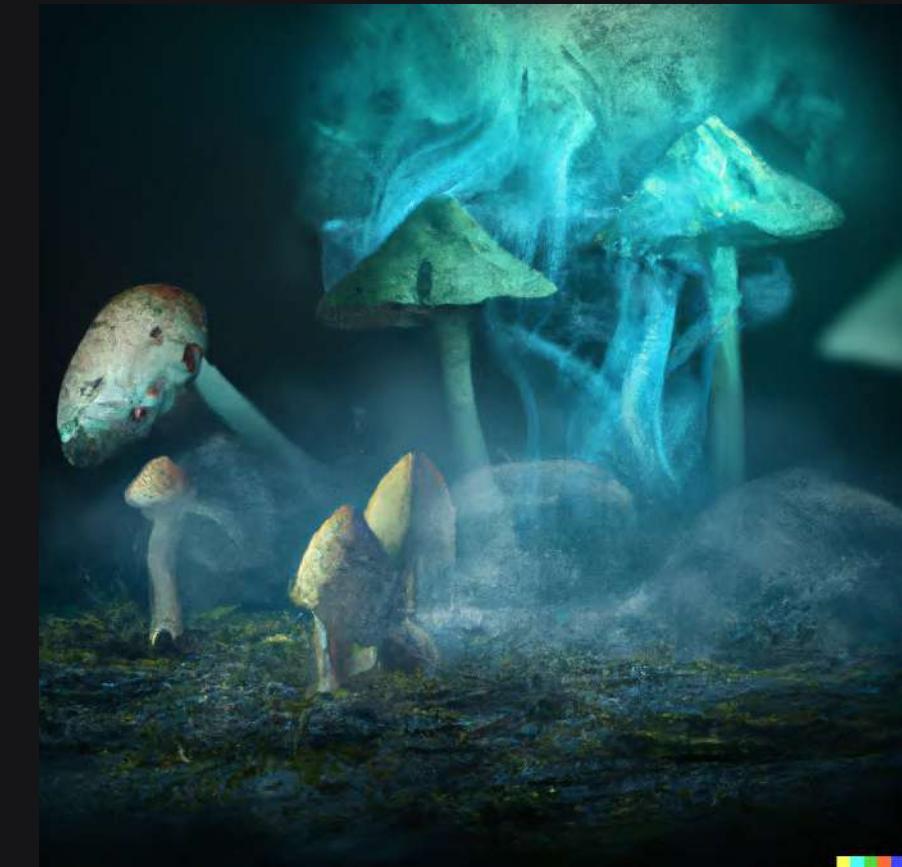


Photo of robot with 20yo girl inside, LEDs visor helmet, profile pose, bust shot, high detail, studio, black background, smoke, sharp, cyberpunk, 85mm Sigma Art lens



Glowing mushrooms in a natural environment with smoke in the frame



Cyberpunk church, high detail, smoke, sharp, neon lights, neon cross

# 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](https://www.instagram.com/dailydall.e)



a yellow striped monster in panic while working on a laptop



a little red furry monster is excited jumping over a mound in a misty forest



a big blue furry monster takes a nap in the misty forest



A black furry monster zooms high above New York City, close up with motion blur

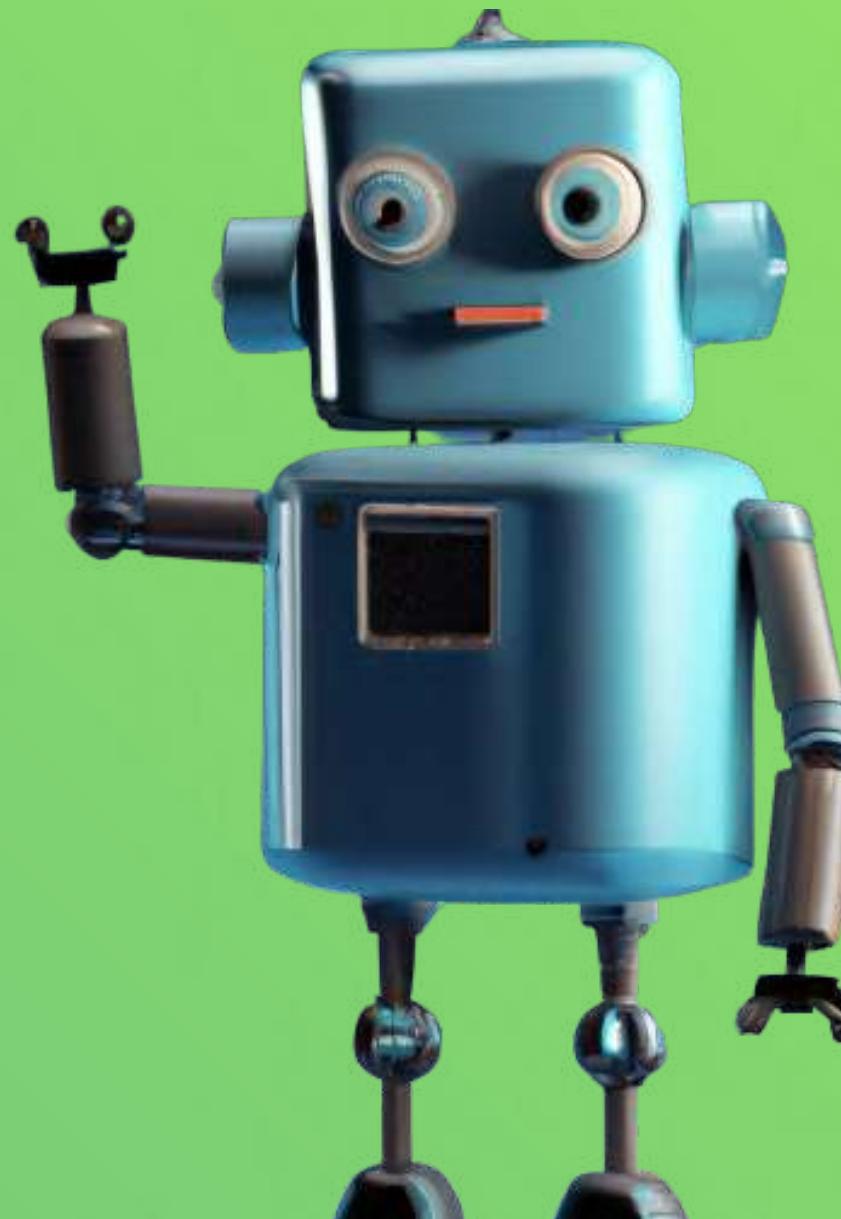


a wise old hairy critter wanders alone through the desert on two feet



A white hairy monster family smiles for a selfie, camera looking up, in New York City

# Appear here! Yes, you...



**You are reading the First Edition of the DALL-E Prompt Book.**

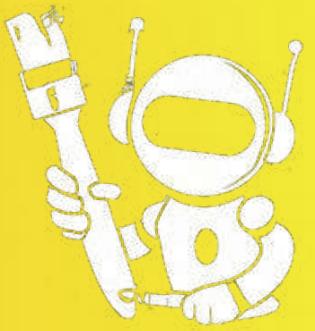
The next edition will feature even more great ideas - and *you* can help!

- 💡 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@copytollow.com](mailto:guy@copytollow.com).

8 -

# appendix



# 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](#), [Craiyon](#), [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

- [dallery.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



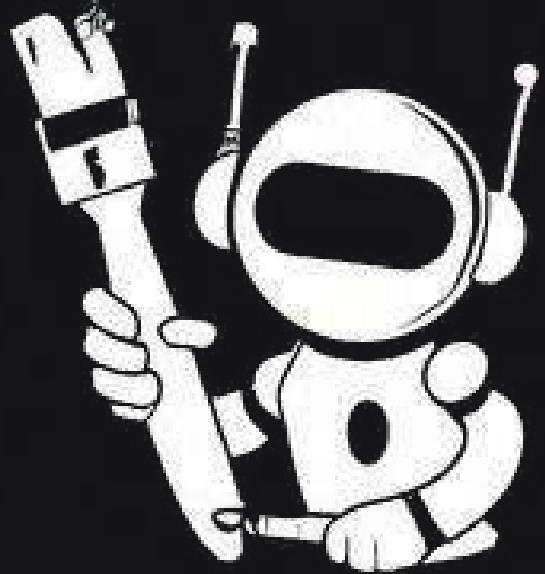
Thanks to Rundy & Luc for creating this [sweet Google Doc](#), after which the plentiful 'cats, in sunglasses, on chairs' you've just seen are based. The [AI Art Creation wiki](#) was also pretty helpful.

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!



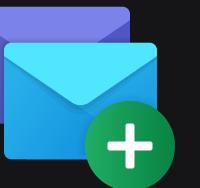
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prompt book  
brought to you  
by the **DALL·Ery**  
**GALL·Ery**



**https://dallery.gallery.**



**@dallery.gallery.**



**newsletter**



**@guy.p**



**guy@copytollow.com**

# Changelog

**v1.01** Corrected an oversimplification that all artwork by artists who died before 1950 is automatically in the public domain; the truth is in fact rather more complicated! Thanks to Andy\_Baio for pointing this out.