

FREE STARTER EDITION

THE VISUAL LANGUAGE STARTER GUIDE

Five proven styles and practical prompt formulas for creating intentional AI imagery.

INSIDE

5 platform-neutral visual styles

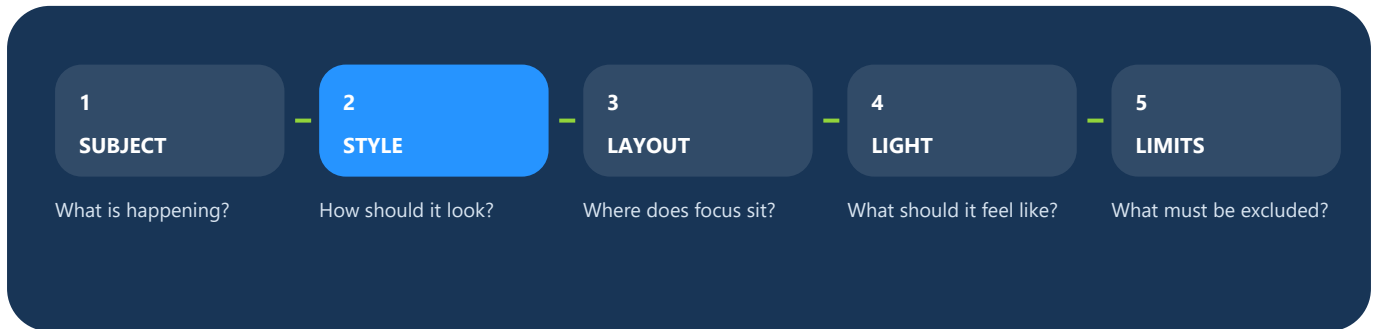
5 complete prompts + consistency controls

Photography | Biblical illustration | Watercolour
Editorial illustration | Isometric systems



A subject is not a style

Most disappointing AI images are not caused by a weak subject. They are caused by an incomplete visual brief.



01

Generic output

If the prompt only describes a topic, the model fills the missing visual decisions with stereotypes, stock-photo poses or familiar fantasy imagery.

02

Inconsistent series

If the visual rules change from image to image, a course, campaign or slide deck feels assembled rather than intentionally designed.

03

No usable text space

If composition is not specified, people, objects and bright detail occupy the exact area needed for a title or teaching card.

The key idea

Describe the visual system with the same care as the subject. Style is not decoration; it is the set of rules that makes an image coherent and usable.

The portable prompt formula

Build the visual logic first. Add platform-specific controls only after the core image brief is clear.

01

CORE SUBJECT

Who or what is present, and what meaningful action is visible?

02

SETTING

The place, period and believable environmental details.

03

COMPOSITION

Focal position, camera distance, depth and reserved text space.

04

STYLE ANCHOR

Recognised medium plus the fixed visual rules of that style.

05

TONE

Mood, lighting, palette and emotional character.

06

CONSTRAINTS

Aspect ratio, image-only instruction and explicit exclusions.

A COMPACT EXAMPLE

A youth leader listening to a teenager after a group session, in a believable community hall with stacked chairs and noticeboards; candid medium-wide naturalistic cinematic photography; people centre-right, left 35% calm for a title; soft window light, restrained colour, credible and humane; full-bleed 16:9, image only, no text or logos; avoid stock smiles and theatrical posing.

QUICK START

- 1 Choose one style and keep its anchor language unchanged.
- 2 Replace the subject and setting with your own content.
- 3 Reserve the text-safe area in positive, environmental language.
- 4 Generate a small test set before creating the full series.

STYLE 01

Naturalistic cinematic photography



PHOTOGRAPHY

Film realism with restrained performance, plausible environments and invisible technique.

BEST FOR

Relationship and pastoral scenes

Historically grounded human narratives

Cinematic case studies without spectacle

WHY IT WORKS

This language feels observed rather than arranged. Gesture, eye line, available light and ordinary environmental detail carry the story.

TEXT-SAFE MOVE

Place the people centre-right and reserve the left 35% as naturally continuous wall, window light or softly focused environment.

STYLE 01

Build the prompt

Copy the starter prompt, then change only the subject-specific decisions.

FIXED STYLE ANCHOR

naturalistic cinematic photography, believable unposed performance, environmental medium-wide shot, subtle depth, realistic available light, restrained film colour, fine organic grain

COPY-AND-PASTE STARTER PROMPT

Core subject: a married couple having an honest conversation at a wooden kitchen table, listening carefully to one another, restrained expressions and natural hand gestures. Setting: a believable lived-in contemporary home with mugs, soft window light and quiet domestic detail. Composition: environmental medium-wide shot, couple centre-right, left 35% calm and uncluttered for headline text. Style anchor: naturalistic cinematic photography, believable unposed performance, subtle depth, realistic available light, restrained film colour and fine organic grain. Mood: credible, humane and grounded. Fixed constraints: full-bleed 16:9, image only, no text, no logos, natural anatomy. Exclusions: stock-photo smiles, theatrical posing, plastic skin and spotless generic interiors.

CUSTOMISE

- Who is speaking or listening
- Home, church office or community setting
- Left or right text-safe area

KEEP FIXED

- Unposed behaviour
- Motivated natural light
- Restrained film colour

AVOID

- Direct-to-camera smiles, staged symmetry and catalogue-perfect rooms.

PRO MOVE

Give each person a different intention. One speaks; the other listens. This prevents the generic two-people-talking result.

STYLE 02

Cinematic digital Bible-story illustration



BIBLICAL ILLUSTRATION

Polished digital painting with readable biblical storytelling, atmospheric scale and gently stylised realism.

BEST FOR

Sunday-school and youth narratives

Bible-course teaching slides

Drama without photorealism or game art

WHY IT WORKS

Historical environment, human action and depth staging do the teaching. The scene is dramatic, but the visual logic remains clear and plausible.

TEXT-SAFE MOVE

Stage the main biblical action centre-right. Use open sky, sea, stone wall or softly detailed architecture as a calm left-side text field.

STYLE 02

Build the prompt

Copy the starter prompt, then change only the subject-specific decisions.

FIXED STYLE ANCHOR

cinematic digital Bible-story illustration, clear narrative action, realistic but gently stylised figures and environments, richly painted digital detail, dramatic atmospheric lighting, strong foreground-to-background depth, premium storybook finish

COPY-AND-PASTE STARTER PROMPT

Core subject: Paul and a small group of companions arriving at a busy Mediterranean port and speaking courageously to merchants, families and travellers. Setting: a historically plausible first-century harbour with stone quays, timber ships, market goods and layered coastal architecture. Composition: clear narrative action centre-right, expressive but natural gestures, strong foreground-to-background depth, open sunlit sky and water on the left for teaching text. Style anchor: cinematic digital Bible-story illustration, realistic but gently stylised figures, richly painted detail, dramatic coherent daylight and a premium storybook finish. Tone: purposeful, expansive and accessible. Fixed constraints: full-bleed 16:9, image only, no text, no logos, natural anatomy. Exclusions: superhero costumes, fantasy armour, game-interface art, childish cartooning and confusing symbolism.

CUSTOMISE

- Passage, people and visible action
- Historically relevant city or landscape
- Weather, time of day and focal side

KEEP FIXED

- Readable story action
- Plausible historical detail
- Gently stylised realism

AVOID

- Glowing magic effects, fantasy armour and spectacle without teaching purpose.

PRO MOVE

Describe what each visible person is doing. Story verbs such as arriving, listening, carrying and responding create clearer biblical teaching images.

STYLE 03

Watercolour illustration



TRADITIONAL ILLUSTRATION

Transparent washes, luminous paper, softened edges and selective detail.

BEST FOR

Lesson slides and devotional pages

Gentle pastoral or family subjects

Print resources needing warmth and space

WHY IT WORKS

The visible paper and selective detail leave room for reflection. The result feels human, crafted and emotionally gentle without becoming childish.

TEXT-SAFE MOVE

Reserve an area of luminous paper, pale sky or lightly washed landscape. Do not describe the safe area as an empty gradient.

STYLE 03

Build the prompt

Copy the starter prompt, then change only the subject-specific decisions.

FIXED STYLE ANCHOR

traditional transparent watercolour illustration, expressive human figures, luminous layered washes, preserved paper highlights, soft lost-and-found edges, selective fine detail

COPY-AND-PASTE STARTER PROMPT

Core subject: a mother and teenage daughter walking beside a quiet canal in spring, talking warmly as blossom catches the light. Setting: a recognisable British waterside path with a stone bridge, narrowboat, trees and modest residential detail. Composition: figures centre-right, generous luminous water and lightly washed landscape on the left for text. Style anchor: traditional transparent watercolour illustration, expressive human figures, layered washes, preserved paper highlights, soft lost-and-found edges and selective fine detail. Palette: fresh blue, sage, soft coral and warm cream. Mood: gentle, reflective and compassionate. Fixed constraints: full-bleed 16:9, image only, no text, no logos, natural anatomy. Exclusions: opaque digital airbrush, children's clip art, hard outlines, muddy washes and photographic detail.

CUSTOMISE

- Relationship and meaningful activity
- Season, landscape and colour accents
- Amount of untouched paper space

KEEP FIXED

- Transparent layered washes
- Preserved paper highlights
- Selective rather than uniform detail

AVOID

- Digital airbrush smoothness, muddy colour and heavy black outlines.

PRO MOVE

Ask for lost-and-found edges and preserved paper highlights. Those two phrases help maintain genuine watercolour behaviour.

STYLE 04

Editorial illustration



CONCEPTUAL ILLUSTRATION

A concise visual argument built from metaphor, simplification and intelligent juxtaposition.

BEST FOR

Abstract social or theological concepts

Article and course-module openers

Ideas best explained through one metaphor

WHY IT WORKS

Instead of depicting a topic literally, editorial illustration turns the idea into one visual thesis that can be understood at a glance.

TEXT-SAFE MOVE

Use a single focal metaphor on one side and continue the background colour, paper texture or simple geometry into the text area.

STYLE 04

Build the prompt

Copy the starter prompt, then change only the subject-specific decisions.

FIXED STYLE ANCHOR

editorial illustration, one clear visual metaphor, simplified human forms, intelligent juxtaposition, clean compositional hierarchy, restrained publication palette

COPY-AND-PASTE STARTER PROMPT

Core subject: a married couple carefully repairing a cracked ceramic bowl with a fine line of gold, a clear metaphor for rebuilding trust after conflict. Composition: intimate medium-wide scene, hands and bowl as the single focal idea centre-right, calm navy and warm-paper geometry continuing across the left 35% for a title. Style anchor: editorial illustration, one immediately legible visual metaphor, simplified but believable human forms, intelligent juxtaposition, clean compositional hierarchy and a restrained publication palette of navy, cream and gold. Tone: thoughtful, hopeful and emotionally mature. Fixed constraints: full-bleed 16:9, image only, no text, no logos, natural anatomy. Exclusions: unexplained surreal objects, literal scene clutter, corporate clip art, decorative complexity and multiple competing metaphors.

CUSTOMISE

- The abstract idea to explain
- One physical metaphor
- Simple palette and focal placement

KEEP FIXED

- One visual thesis
- Clean hierarchy
- Restrained publication palette

AVOID

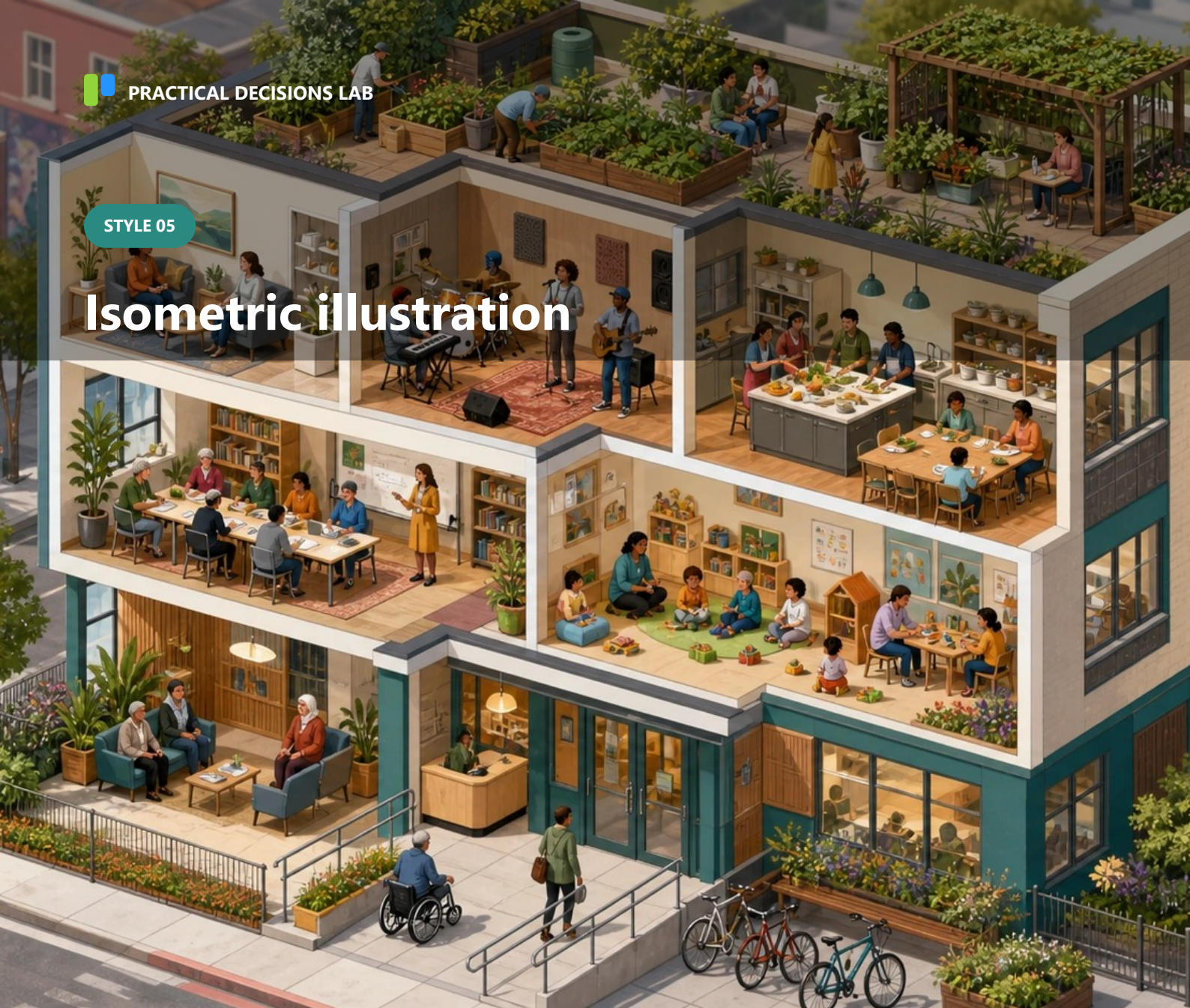
- Several metaphors at once, random symbolic objects and decorative clutter.

PRO MOVE

Write the concept as a sentence before prompting: 'Repairing trust is careful, shared work.' Then design one visible metaphor that proves that sentence.

STYLE 05

Isometric illustration



SYSTEMS ILLUSTRATION

Parallel isometric projection reveals spaces, systems and simultaneous activities with diagrammatic clarity.

BEST FOR

Operating models and ecosystems

Workflows and connected services

Executive diagrams with spatial authority

WHY IT WORKS

An isometric cutaway makes relationships visible. Multiple activities can share one coherent environment without becoming a labelled infographic.

TEXT-SAFE MOVE

Compress the system into the right two-thirds and leave a calm continuation of sky, ground plane or background architecture on the left.

STYLE 05

Build the prompt

Copy the starter prompt, then change only the subject-specific decisions.

FIXED STYLE ANCHOR

isometric cutaway illustration, consistent parallel projection, multiple connected human activities, legible spatial organisation, crisp architectural detail, soft dimensional shading, coherent system overview

COPY-AND-PASTE STARTER PROMPT

Core subject: a thriving community learning centre shown as an isometric cutaway, with connected zones for mentoring, children's learning, shared meals, music, administration and a rooftop garden. Each activity is visibly distinct but contributes to one coherent community system. Composition: building and people occupy the right two-thirds, calm city ground plane and soft environmental context reserved on the left for explanatory text. Style anchor: isometric cutaway illustration, consistent parallel projection, legible spatial organisation, crisp architectural detail, soft dimensional shading and a warm contemporary palette. Tone: informative, welcoming and comprehensive. Fixed constraints: full-bleed 16:9, image only, no text, no logos, natural anatomy. Exclusions: inconsistent perspective, empty rooms, infographic labels and miniature clutter without hierarchy.

CUSTOMISE

- System, building or service ecosystem
- Zones and activities that must be visible
- Overview density and text-safe side

KEEP FIXED

- Consistent parallel projection
- Clearly separated activity zones
- One coherent system overview

AVOID

- Perspective drift, tiny meaningless activity and labels generated inside the image.

PRO MOVE

Name four to six zones and give each one a visible activity. This creates a structured operating model rather than a decorative miniature building.

From five styles to fifty

Explore the complete Visual Language Studio, see what lifetime access includes and choose the one-off access option when you are ready.

Visual Language Studio

- Styles
- Selector
- Prompt builder
- Theological Engine
- Learn

Style library

50 recognised visual languages



Naturalistic cinematic photograph

Photography



Cinematic digital Bible-story illustration

Biblical



Watercolour illustration

Traditional

THE COMPLETE STUDIO INCLUDES

- 50 recognised, platform-neutral visual languages
- A style selector for different audiences and use cases
- Prompts populated from the image and style you selected
- Controls for medium, realism, lighting, palette and mood
- Text-safe composition for slides, covers and social media
- A Theological Engine for scripture and teaching concepts
- Fix-a-result guidance and a quality scorecard



SCAN TO VIEW LIFETIME ACCESS

GET LIFETIME ACCESS

<https://practicaldecisionslab.co.uk/product/visual-language-studio-lifetime-access/>

Images in this guide were created for the Visual Language Studio sample library.