

MASTER AI PHOTOGRAPHY

The AI Photography *Style Book*

Everything between a blank prompt and an award-winning photograph — light, lens and composition, the looks worth stealing, and the exact prompt behind every image.

Kerstin Petrick · contento.consulting

PARAMETERS · LIGHT · COMPOSITION · GENRES · MASTERS · PROMPTS

Sample images throughout generated with the 8.1 alpha model by Midjourney.

A GLIMPSE INSIDE

Everything between a blank prompt and an *award-winning photograph.*

The AI Photography Style Book is a complete field guide to making fine-art images with AI — the craft of light, lens and composition, the looks worth stealing, the masters worth studying, and the exact prompt behind every single image.

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II · The Quality of Light

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THE AI PHOTOGRAPHY STYLE BOOK · KERSTIN PETRICK

201

PAGES, 15 PARTS

240+

ORIGINAL IMAGES

400+

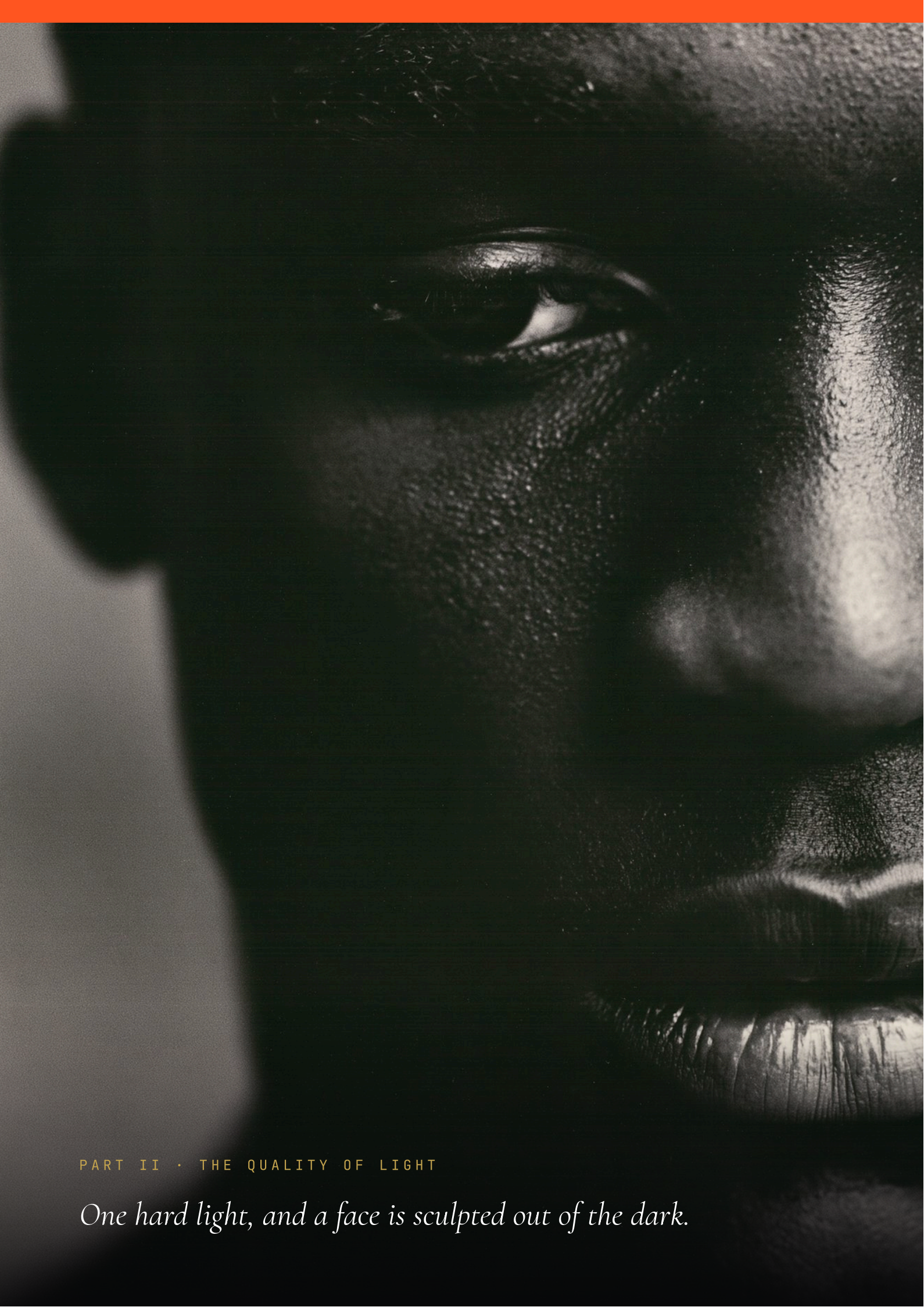
COPY-PASTE PROMPTS

26

MASTERS TO EMULATE

20

SIGNATURE STYLES



PART II • THE QUALITY OF LIGHT

One hard light, and a face is sculpted out of the dark.

ONE IMAGE, THREE WAYS OF SEEING

Why does this photograph work?



THE PHOTOGRAPHER'S EYE

Made in available light at a wide aperture. The warm sign behind her and the cold fluorescents pull against each other across the room, and a slow-enough shutter lets the colour bleed without smearing her. Focus holds the figure; the long counter falls gently soft. This is low-light discipline — expose for the face and let the shadows stay shadows.

THE DESIGNER'S EYE

One red dress against a whole room of teal and green — complementary colour, so the eye has nowhere else to land. The row of stools is a leading line sweeping from the foreground straight to her; the empty counter is negative space that makes the solitude physical. She sits on the right third, facing the open frame: balance and tension at once.

THE ARTIST'S EYE

It tells a story it refuses to explain. One woman, late, alone in a room that feels closed for the night — the lineage of Hopper's *Nighthawks* and every film about a city at 2 a.m. Red reads as desire, green as melancholy; the empty stools are everyone who isn't there. We're given only the feeling, and that is why it stays.

a solitary woman in a red dress sitting at the counter of an empty late-night diner, warm neon sign glowing against cold green fluorescent light, a long row of empty chrome stools leading to her, deep cinematic colour, shallow focus, lonely and filmic, shot on a fast 35mm lens at f/2 --ar 3:2 --style raw

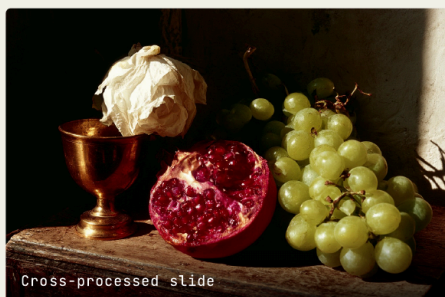
WHY DOES THIS PHOTOGRAPH WORK?

Every image read three ways — the photographer's, designer's and artist's eye.

COLOUR · TEST THE PARAMETER

One scene, four films

The same still life, the same light — only the film look changes. Subtle stock names barely move the needle, so reach for the extremes: monochrome, hyper-saturation, a cross-processed colour shift, and faded expired film.



► THE SHARED BASE a fine-art still life on a weathered wooden table, a halved red pomegranate, a cluster of green grapes, a brass cup and a single wilting white rose, soft directional window light from the left falling into deep shadow, medium-format detail, `[a strong film look] --ar 3:2 --style raw`

The real lesson: the engine responds to the look you *describe*, not the brand name alone. “Heavy grain, inky blacks” shifts the image far more than “Tri-X” on its own — so name the effect, not just the film.

TEST ANY PARAMETER

One scene, four films — the same prompt, a different soul.

COMPOSITION · THE CRAFT

How to compose a frame

Composition is where the eye is told where to go. Four decisions do most of the work: where to place the subject, how to lead the eye, how to balance the weight, and how to build depth.

The grid

Where the subject sits sets the mood. Off-centre feels natural and alive; dead-centre feels formal and still.

rule of thirds balanced, natural

golden ratio organic harmony

central symmetry formal power

fill the frame intensity

rule of odds groups of three

breathing room calm, editorial

Lines & flow

Lines are the rails the eye travels – point them where you want the viewer to arrive.

leading lines pull to the subject

diagonals energy, tension

S-curve a slow elegant path

converging lines depth, vanishing point

high horizon emphasise the land

low horizon emphasise the sky

Balance

Every element has visual weight – distribute it for calm, or withhold it for drama.

symmetry order, stillness

asymmetry dynamic tension

negative space isolation, breath

visual weight dark & sharp pull

colour accent one note draws the eye

frame within a frame focus and depth

Depth & layers

A flat image becomes a world when it reads front to back.

foreground anchor a way in

layering near, middle, far

overlap things before things

atmospheric haze distance softens

selective focus one plane sharp

a figure for scale size made felt

“Composition is the strongest way of seeing.”

EDWARD WESTON



AWARD-WINNING MOMENTS

Emotion, light and timing — conjured from a line of text.

VAULT · 01

Portrait

Faces, made on purpose. Each recipe sets the light, the lens and the mood — name your subject and shoot.

Rembrandt studio

STUDIO

[a person], a classic studio portrait lit by a single soft key from camera-left, the signature triangle of light on the shadowed cheek, deep falloff into near-black, calm and timeless — shot on a medium-format Hasselblad, 120mm at f/5.6 --ar 4:5 --style raw

Window light

NATURAL

[a person] seated beside a large north-facing window, soft directional daylight wrapping one side of the face, the other side falling gently into shadow, a quiet interior, intimate and unforced — shot on a Canon, 85mm at f/2 --ar 4:5 --style raw

High-key beauty

BEAUTY

[a person] against a bright white seamless background, clean even high-key light, luminous skin, crisp catchlights, minimal styling, a polished beauty campaign — shot on a Phase One, 180mm macro at f/8 --ar 4:5 --style raw

Cinematic low-key

CINEMATIC

[a person] emerging from deep shadow, a single hard rim light tracing the jaw and shoulder, teal-and-amber colour grade, atmospheric haze, a film-still mood — shot with an anamorphic cinema look, 50mm at f/1.4 --ar 2:3 --style raw

Environmental

DOCUMENTARY

[a person] photographed in their own workspace surrounded by the tools of their trade, available light, the background telling their story in soft focus, honest and observational — shot on a Nikon, 35mm at f/2.8 --ar 3:2 --style raw

Unretouched character

BLACK & WHITE

an unretouched close-up of [a person]'s face, every line and pore rendered with merciless large-format clarity, soft directional daylight, black and white, psychologically direct — shot on a 4x5 view camera, 150mm at f/11 --ar 4:5 --style raw

Backlit & dreamy

NATURAL

[a person] backlit by a low sun, hair haloed in golden rim light, soft lens flare and gentle haze, a shallow dreamy glow, warm and nostalgic — shot on a Canon, 135mm at f/1.8 --ar 4:5 --style raw

Bold studio flash

EDITORIAL

[a person] against a single saturated colour backdrop, hard direct flash, a crisp edge shadow, glossy skin and vivid colour, raw fashion-editorial energy — shot on a 35mm camera, f/8 --ar 4:5 --style raw

Profile in shadow

SCULPTURAL

[a person] in clean side profile, a single hard light carving the edge of the face against a near-black background, sculptural and graphic, deep shadow — shot on a Hasselblad, 120mm at f/8 --ar 4:5 --style raw

Candid laughter

LIFESTYLE

[a person] caught mid-laugh, a genuine unguarded moment, soft natural light, shallow focus, warm and alive, an authentic lifestyle portrait — shot on a Canon, 85mm at f/1.8 --ar 4:5 --style raw

THE EXACT PROMPT, EVERY TIME

240+ images, each with its prompt — plus a vault to copy.

MASTER AI PHOTOGRAPHY

The complete *201-page edition.*

240+ images, each with its exact prompt.

Twenty signature styles. Twenty-six masters.

Six genres in depth, and a vault of prompts to make your own.

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A PHOTOGRAPHER'S FIELD GUIDE TO AI · DIGITAL EDITION