About This Sheet

A compact reference for turning one plain product photo into a set of listing images and a short promo clip. Examples were written for Yeri AI, a browser studio for AI image and video generation, but the prompt patterns work in most modern generators.
Workflow in four steps: upload a reference photo, describe the new scene, clean up the result with the edit tools, then animate the best still into a 3-5 second clip.

Prompt Formula

Subject + Surface + Setting + Light + Camera
Example: "matte black travel mug, on a light oak desk, minimal home office in the background, soft window light from the left, 50mm close-up"
Keep the product description short and literal (colour, material, shape). Put style words last. If the product changes shape, shorten the prompt and raise reference strength instead of adding more words.

Scene Presets for Products

Marketplace white: "pure white seamless background, even studio light, soft shadow under the product"
Lifestyle kitchen: "marble counter, blurred kitchen behind, warm morning light"
Outdoor: "flat stone in a garden, dappled sunlight, shallow depth of field"
Flat lay: "top-down view on linen fabric, props arranged around, diffused daylight"
Seasonal: "pine branches and fairy lights, cosy evening light, bokeh"
Tech: "dark desk, RGB glow from the side, reflective surface"

Which Model for Which Job

Fast drafts and many variants: a light model such as Nano Banana; use it to test scenes quickly.
Close reference matching: Seedream-type models keep logos, labels and proportions closer to the upload.
Readable text on packaging or posters: GPT Image handles short words and prices better than most.
Tip: lock the scene with a fast model first, then rerun the winning prompt on the pro model for the final file.

Clean-up Checklist

1. **Background remover** for marketplace listings that require white or transparent backgrounds.
2. **Image expander** (outpainting) when a square photo must become a 16:9 banner or 9:16 story.
3. **Upscaler / enhancer** for old or compressed phone photos before printing or zooming.
4. **Watermark and object removal** for stray reflections, price stickers or dust.
5. **Style changer** to give a whole set of images the same colour grade.

Check edges, hands and small text at 100% zoom before publishing.

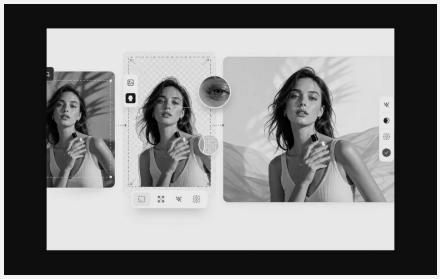
Image-to-Video Motions

Slow push-in: "camera slowly moves closer, product stays centred"
Orbit: "camera circles 30 degrees around the product"
Ambient motion: "steam rises from the cup", "fabric moves in a light breeze", "light flickers through leaves"
Reveal: "hand places the product on the table"
Keep clips to 3-5 seconds, describe one motion only, and start from the cleanest still you have. Short vertical clips work best as the first frame of a reel or ad.

Common Problems and Fixes

Product looks different: shorten the prompt, raise reference strength, remove style adjectives.
Plastic-looking result: add a real surface and a light direction ("on rough concrete, hard side light").
Wrong framing: add one camera hint: close-up, top-down, three--quarter view.
Text is garbled: generate without text, then add text with a model that renders words well.
Too many similar shots: change the setting, not the product description.

Example: One Photo, New Scene



Example output from a single reference photo with a new setting and light, generated in Yeri AI.

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