

35+ promptų grožio prekės ženklams

Pilna promptų biblioteka vienai grožio kampanijai, sudėliota pagal karuselės slaido tipą. Viršelis, herojus, produktas, detalė, tekstas, tinklėlis.

VIZUALAI

22 MIN SKAITYMO

2026-05-22

Apie 35+ paruoštų AI promptų sukurti pilną grožio prekės ženklo vizualinę kampaniją per vieną vakarą. Be studijos. Be modelio. Be €5K biudžeto.

Kam tinka LT grožio brand'ai, indie cosmetics, skincare gamintojai, beauty creator'iai, marketingo komandos.

Ką gausi Pilną prompt'ų biblioteką organizuotą pagal carousel slide tipą: copy/paste tiesiai į Higgsfield ar bet kurią AI image generation platformą.

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Turinys

1. Pasiruošimas: kas reikalinga prieš pradedant
2. Reference taisyklės: kaip teisingai duoti produkto foto
3. COVER promptai: extreme close-up su produktu

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NUORODA

4. HERO promptai: modelis su produktu pilname kadre
 5. PRODUKTO promptai: still-life be modelio
 6. DETAL promptai: rankos, smilkinis, aplikacija
 7. TEKSTO promptai: dark transition slides
 8. GRID promptai: 3×3 detali sina
 9. PROPS promptai: priedai ir nuotaika
 10. CTA promptai: shadow typography ir CTA slides
 11. Bonusas: campaign worldbuilding tips
-
-

1. Pasiruošimas

Ką reikia turėti

REIKALAVIMAS

DETALĖ

AI image
generation
account

Rekomenduojamas [Higgsfield](#). Ten gausi visus modelius vienoje vietoje: Nano Banana 2 Pro, gpt_image_2, soul_2 ir kt.

Realus produkto
foto

Clean white-background studijos kadras. Ne marketing infographic.

Modelio reference
(opcionalu)

Jei nori, kad modelis būtų konsistentus visuose slide'uose: vienas pradinis modelio foto kaip reference

15–30 min

Vienam carousel'ui (10–13 slides) sugeneruoti

Kuris AI modelis kuriam tikslui

Nano Banana 2 Pro (nano_banana_pro):

- ✦ Greitas (60-90s per kadrą)
- ✦ Geriausias su 2-3 reference images
- ✦ Typography rendering geras
- ✦ Default pasirinkimas 90% slides

gpt_image_2:

- ✦ Lėtesnis (~5min per kadrą)
- ✦ Best-in-class typography (4K text)
- ✦ Tinka tik covers + tipografija-heavy slides
- ✦ Nenaudoti masinei produkcijai

soul_2:

- ✦ Konsistentus charakteris per multiple kadrus
- ✦ Tinka kai svarbu, kad modelis būtų TAS PATS
- ✦ Reikia 5-20 reference foto + 10min training

2. Reference taisyklės

Produktas, TIK clean white-bg foto

🛑 Niekada nesinaudok marketing screenshot'ais su yellow background ar text overlays. Al atspindės klaidingus elementus į kadra.

✅ Geras reference: clean studio shot, white background, jar centered, no text \ ❌ Blogas reference: product page mockup su gradient'ais, ikonomis, ingredient illustrations

Modelis, naudok ankstesnės generacijos job_id

Kai sukursi GERA modelio scena → naudok TĄ job_id kaip reference kitose scenose. Taip modelis bus tas pats per visus slide'us.

Vienos kompozicijos taisyklės

- Lockup (top corner micro-text): IDENTIŠKAS visuose slide'uose
- Tekstas: visada LT (išskyrus brand wordmark + ManyChat keyword)
- Šešėliai: vengti heavy drop shadow ant teksto, tegul foto natūraliai turi dark zones
- Pill button: be angliškų žodžių; arba LT, arba tik rodyklė →

3. COVER promptai

Extreme close-up portretas su produktu. Used for slide 1.

3.1 Cheekbone press (intimate ritual)

Editorial fashion beauty photography, extreme close-up cover shot
in 4:5 aspect.

Scene: A young woman in her late 20s with bronzed shoulders and natural-glow skin,

wearing a [CLOTHING] and vintage [ACCESSORY] pushed up onto her head, on a

[SETTING] at golden hour. She gently presses the [PRODUCT] against her bronzed cheekbone, eyes softly closed in a ritual moment.

Composition: very tight close-up, crop just above eyebrow, jaw fully visible,

intimate. The product fills approximately 25% of the lower-left frame, her face fills the upper-right.

Soft amber late-afternoon light from camera-right with strong warm shadow on the

opposite cheek. Background blurred completely. Mood:

aspirational, intimate,

magazine-cover beauty. [PALETTE] palette. Subtle warm analog film grain.

Variables:

- [CLOTHING], cream silk slip dress / oversized linen shirt / vintage swimsuit
- [ACCESSORY], amber-tortoiseshell sunglasses / wide-brim straw hat
- [SETTING], terracotta-tile rooftop terrace / Mediterranean coastal villa / desert dunes
- [PRODUCT], Mokosh self-tanning balm jar with mustard yellow label / [brand-specific description]
- [PALETTE], Cream + mustard yellow + skin tone + soft amber / Cream + sage + skin / etc.

3.2 Eye-line offering (jar held high)

Editorial fashion beauty photography, intimate hero cover in 4:5 aspect.

Same model setting from reference. She holds the [PRODUCT] up high in front of her face like a small offering, the jar held just to the side of her face slightly below eye level, her cheek almost touching the jar. The product fills approximately 22% of the center-right frame at the eye-line. She is looking softly at the product with eyes half-closed.

Composition: tight medium close-up, head and shoulders, frontal pose with slight 1/4 turn. Golden hour amber light from camera-right, long warm shadow on her opposite side. Background: a blurred terracotta-tile wall with one soft strip of cream linen drape on the right edge.

Mood: editorial, ritual, sensory, premium magazine beauty. Cream + [ACCENT] +

terracotta + skin tone palette. Soft warm analog film grain,
Kodak Portra 400 feel.

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3.3 Jar-as-character (product covers mouth/chin: MEC iconic move)

Editorial product-character beauty photography in 4:5 aspect.

Same model setting from reference. The model holds the [PRODUCT] directly in

front of her face at chin level, the jar slightly obscuring the lower half of her

face like a small character covering her mouth. Only her eyes (closed gently) and

the top of her face are visible above the jar. Both her hands cradle the product.

Composition: head-and-shoulders close-up, frontal pose, product centered in the

lower third of the frame. Golden hour amber light from camera-left. Background:

blurred sun-warmed terracotta wall and cream linen drape, completely soft.

Mood: aspirational, sensory, intimate, magazine-cover beauty.

[PALETTE] palette.

Soft warm analog film grain, Kodak Portra 400 feel.

3.4 Profile cheekbone (Vogue beauty pose)

Editorial fashion beauty photography in 4:5 aspect, profile portrait with product.

Side profile of the model with eyes closed, her hand brings the [PRODUCT] up to gently rest against her cheekbone just below her eye. The product fills approximately 30% of the right side of the frame at face-level. Her bronzed forearm is visible across the lower frame.

Composition: tight profile portrait, head and shoulders, product at her cheek catching warm light. Direct golden hour amber light from camera-right, long shadow falling left.

Background: blurred sun-warmed [SETTING] softly out of focus.

Mood: ritual, intimate, magazine-cover beauty, Vogue-like editorial. [PALETTE]. Soft warm analog film grain, Kodak Portra 400 feel.

4. HERO promptai

Modelis pilname kadre, plačiame editorial shot'e. Used for slide 2–3.

4.1 Bench sitting (intimate world reveal)

Editorial fashion photography in 4:5 aspect.

A bronzed young woman in her late 20s in a [CLOTHING] with vintage [ACCESSORY]

pushed onto her head, sitting on a low [BENCH_TYPE] on a [SETTING] at golden hour.

She is holding the [PRODUCT] in both hands resting on her lap, looking down at

it gently. Cream linen drape behind her on a rod, olive trees behind. Full body visible bare feet.

Composition: wide medium shot, slight 3/4 angle from low camera position. Amber

golden hour light from camera-left, warm long shadows on terracotta floor.

Mood: contemplative, intimate, editorial. [PALETTE] palette. Soft warm analog

film grain, Kodak Portra 400 feel.

4.2 Standing raising product to sun (hero confidence)

Editorial fashion photography in 4:5 aspect.

Wide full-body editorial pose: standing on the [SETTING], raising the [PRODUCT]

HIGH ABOVE HER HEAD with one extended arm toward the sun. Full body visible

head-to-knee. Cream linen drape + olive branches + soft amber late-afternoon light behind her.

Mood: aspirational, confident, sun-worship. [PALETTE]. Kodak Portra 400 film feel.

4.3 Window ledge lounging (off-duty editorial)

Editorial off-duty model photography. Raw natural light.

A bronzed young woman in her late 20s with natural undone hair, wearing an

oversized cream linen button-down shirt and bare legs, lounging on a wide stone

window ledge of a [LOCATION]. The [PRODUCT] rests on the warm stone beside her

hand. Through the window: blurred [BACKGROUND] and whitewashed stone walls.

Composition: wide medium shot, side angle, eye level. Mood: casual editorial,

candid, breezy, intimate. Cream + warm white + soft

[ACCENT_COLOR] palette.

Photorealistic, 35mm lens, soft natural film grain.

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5. PRODUKTO promptai

Still-life be modelio. Used for slide 2, 4, 5, 6.

5.1 Clean studio (white background)

Slide 'PRODUKTAS' style: clean studio still-life, no model, no people.

Background: solid WHITE (#FFFFFF), clean studio. The [PRODUCT] floats centered

slightly upper-middle of the frame, soft natural studio shadow underneath. No

other props.

Composition: clean magazine-style product hero. NO subheading, NO pill button.

Editorial finish.

5.2 Linen + amber backlight (lifestyle reality shot)

Editorial product still-life, 'pre-AI' reality shot, no model.

The [PRODUCT] rests centered on a cream linen sheet on a clean light surface.

Soft amber backlight catching the glass/material, subtle warm rim light. Minimal

styling: just the product + cream linen. Product photography studio aesthetic.

Mood: contemplative, editorial, sensory. Cream + [PRODUCT_ACCENT] + warm amber

palette. Kodak Portra 400 film feel, subtle warm grain.

5.3 Top-down flat-lay with fruit + foliage (campaign hero)

Editorial product photography. Pure top-down 90-degree flat-lay at golden hour.

The [PRODUCT] centered on a warm [SURFACE] (terracotta tile / marble / wood).

Surrounding the product: two halved [FRUIT_OR_INGREDIENT] showing vibrant flesh,

three fresh [FOLIAGE] sprigs, soft sun-bleached cream linen swept diagonally

across one corner. Long warm shadows from late-afternoon amber light from

camera-left.

Composition: pure top-down 90-degree angle, product centered, generous negative

space. Mood: editorial, sensory, abundance, premium natural skincare. [PALETTE].

Subtle warm analog film grain, Kodak Portra 400 feel.

NO TEXT OVERLAYS, NO INFOGRAPHIC ELEMENTS: pure photography.

Examples of [FRUIT_OR_INGREDIENT] :

- Skincare/wellness: passionfruit halves, mango cheeks, oat clusters, lavender sprigs, rose petals

- Beauty: orange slices, citrus zest, cocoa beans, vanilla pods
- Mask/scrub: clay powder, honey drips, sea salt

5.4 Macro detail (label/cap/texture)

Editorial product macro detail photography at golden hour in 4:5 aspect.

Macro detail close-up of the [PRODUCT], focus on the [DETAIL_AREA]: [SPECIFIC_FEATURE].

Set on a warm [SURFACE]. Amber golden hour light from camera-left, soft directional shadow falling to camera-right.

Composition: extreme close-up product macro, eye-level, product fills 60% of frame.

Mood: tactile, premium, magazine product detail. [PALETTE].

Subtle warm analog

film grain, Kodak Portra 400 feel.

[DETAIL_AREA] examples:

- Upper portion / lid + top edge of label
- Side label texture
- Texture of the cream/serum itself

- Cap close-up

- Glass refraction detail

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6. DETAL promptai

Rankos, smilkinis, aplikacija: moments. Used for slide 7, 9, 10 grid cells.

6.1 Hand cradling jar on stone (no fruit)

Editorial product close-up. A bronzed-skin hand and forearm (no face visible)
elegantly cradling the [PRODUCT] against a warm [BACKGROUND]
background. The
forearm rests gently on a rough natural stone ledge. Just hand +
arm + product + stone ledge + background. Warm amber late-
afternoon
light from camera-right, soft golden glow on bronzed skin and
product.

Composition: tight medium close-up, focus on product and hand.
Mood: sensory,
intimate, editorial. [PALETTE]. Soft warm analog film grain,
Kodak Portra 400 feel.

6.2 Sensory smelling close-up

Editorial fashion photography in 4:5 aspect.

Eyes softly closed in a sensory ritual moment. She holds the [PRODUCT] close to her nose and cheek as if inhaling its scent. Soft amber golden hour light side-lit from camera-left, painting half her face in warm glow.

Background: blurred [SETTING] softly out of focus. Composition: tight close-up portrait, frontal pose with slight 1/4 turn. Mood: intimate, sensory, ritual. [PALETTE]. Soft warm analog film grain, Kodak Portra 400 feel.

6.3 Application moment (hand to skin)

Editorial beauty application close-up.

A bronzed forearm extended, the [PRODUCT_TEXTURE] just applied to the skin ,

visible warm shimmer, soft skin texture. Hands gently massaging the

[PRODUCT_TEXTURE] into the [BODY_AREA]. The [PRODUCT] visible at edge of frame.

Composition: tight close-up, skin and product detail. Soft amber golden hour

light. Mood: ritual, sensory, premium beauty editorial.

[PALETTE]. Kodak Portra

400 film feel.

6.4 Body texture swatch (no face)

Editorial beauty macro close-up: body texture only, NO FACE.

A bronzed [BODY_AREA] (shoulder / collarbone / inner forearm / décolletage)

filling most of the frame. The [PRODUCT_TEXTURE] just applied:
visible warm

shimmer, soft skin texture, natural freckles, fine hairs catching light.

Direct golden hour amber light creating shadow-and-light play across the curve.

No product in frame: just the skin moment. Mood: intimate, Vogue beauty editorial,

art-directed luxury. Warm amber + skin tone + soft gold palette.

Hasselblad

medium format feel, painterly depth.

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7. TEKSTO promptai

Dark charcoal transition slides: pure typography, no photo.

7.1 Numbered transition slide

Instagram carousel slide 'DARK CHARCOAL TRANSITION' in 4:5 aspect.

Background: solid dark charcoal (#1A1A1A) covering the ENTIRE frame. NO photo,
NO model, NO product. Pure typography on dark charcoal.

Typography centered vertically and horizontally:

- 2-tier headline in the upper-middle of frame:

Line 1 (regular bold sans-serif, white, ~90px): '[ORDINAL] .'

Line 2 (ITALIC bold sans-serif, BURNT ORANGE #D55A2B, ~210px):
'[TOPIC]'

- Below headline, multi-line body text ~36px white regular sans-serif, centered:

Line 1: '[BODY_LINE_1]'

Line 2: '[BODY_LINE_2]'

Line 3: '[BODY_LINE_3]'

Clean magazine editorial typography spread. No other elements.

LT pavyzdžiai:

pirma ·	<i>produktas</i>	viena tikra foto. / tavo balm'as marmurinėj lentynoj.
antra ·	<i>scena</i>	Al sukuria pasaulius. / auksinė valanda. terasa. / linas. smėlis. gintarinė šviesa.
trečia ·	<i>modelis</i>	lietuvė. tavo žmogus. / bronzinė oda. natūrali. / ne studijos modelis.
ketvirta ·	<i>priedai</i>	linas. silkas. driftwood. / nuotaika viskas.
penkta ·	<i>publish</i>	viena diena. visa kampanija.

09

8. GRID promptai

3×3 ar 1×4 grid layouts. Used for slide 10, 11.

8.1 3x3 detail grid (9 angles, 1 product)

Instagram carousel slide '3x3 GRID' in 4:5 aspect.

Background: solid dark charcoal (#1A1A1A).

Layout: a clean 3x3 grid of 9 small editorial product detail photos. Cards have soft white-cream borders/frames. Each cell shows a different shot featuring the

[PRODUCT]:

Grid contents:

- ```
- Row 1: [SHOT_1] | [SHOT_2] | [SHOT_3]
- Row 2: [SHOT_4] | [SHOT_5] | [SHOT_6]
- Row 3: [SHOT_7] | [SHOT_8] | [SHOT_9]
```

Typography overlay (LT only, NO lockup, NO pill button):

- Heading TOP-CENTER, white bold sans-serif ~52px: '9 kumpai · 1 produkas'
- Small handwritten white marker-style text bottom-RIGHT corner, ~32px, slightly rotated: '[QUESTION\_CTA]'

Magazine-grid editorial finish.

## 9-grid templates pagal kategoriją:

### Skincare/Body Balm:

- macro produkto detalė | rankos su tekstūra | smilkinio aplikacija
- pečių tekstūra | kaklo tekstūra | kojų tekstūra
- produktas ant lino | produktas ant terracotta | produktas su gintaro akiniais

### Makeup/Color cosmetics:

- swatch ant skruosto | swatch ant lūpų | swatch ant akių
- side profile akys | side profile lūpos | side profile skruostai
- produktas ant marble | produktas su gėle | produktas ant linen

### Hair care:

- ilgų plaukų shot | tekstūra macro | aplikacija prie šaknų
- modelis side profile | modelis from above | modelis prieš veidrodį
- produktas ant marble | produktas su rankšluosčiu | produktas ant linen

## 8.2 1x4 props grid (modular ecosystem)

Instagram carousel slide 'PRIEDAI GRID' in 4:5 aspect.

Background: solid dark charcoal (#1A1A1A).

Layout: 1x4 row of 4 props/accessories, each in its own white-bordered card,

~200px x 200px each, evenly spaced. Each card shows ONE prop on cream linen

background with soft amber light:

- Card 1: [PROP\_1]
- Card 2: [PROP\_2]
- Card 3: [PROP\_3]
- Card 4: [PROP\_4]

Typography overlay (LT only, NO lockup, NO pill button):

- Heading TOP-CENTER, white bold sans-serif ~70px: 'priedai . nuotaika'
- Small handwritten white marker-style text RIGHT side middle, ~32px, slightly rotated: 'pridėk savo'

Magazine flat-lay editorial finish.

## 9. PROPS promptai

Priedai ir nuotaika: modular styling shots.

## 9.1 Flat-lay of 6 props (linen + amber light)

Instagram carousel slide 'PRIEDAI · NUOTAİKA' in 4:5 aspect.

Background: solid dark charcoal (#1A1A1A).

Product still-life only, NO MODEL. A modular flat-lay top-down view of 6 props

arranged elegantly on a soft cream linen sheet (the linen takes up the middle

portion of the frame, dark charcoal margins above and below). The 6 props:

- [PROP\_1]
- [PROP\_2]
- [PROP\_3]
- [PROP\_4]
- [PROP\_5]
- [PROP\_6]

Soft amber-side light, editorial still-life. Each prop visible and distinct.

Typography overlay (LT only, NO lockup, NO pill button):

- Heading TOP-LEFT, white bold sans-serif ~70px, 1 line: 'priedai · nuotaika'
- Small handwritten white marker-style text RIGHT side, ~30px,

slightly rotated: 'pridėk savo'

Magazine flat-lay editorial finish. Dark charcoal border surrounds the entire linen composition.

## [PROP] pavyzdžiai pagal atspalvį:

### NUOTAIKA

### PRIEDAI

|                             |                                                                                                                                                     |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| auksinė<br>valanda / terasa | kreminis lino rankšluostis, vintage gintaro akiniai, jūros medžio lazda, terracotta keramikos indas, kreminė šilkinė suknelė, džiovinta palmių šaka |
| rytas / linas /<br>natūrali | baltas lino rankšluostis, gvazdikėlių šaka, pilkos keramikos indelis, akmeninis muilo laikiklis, natūralus jūros kempinė, žalia eukaliptas          |
| spa /<br>meditacinė         | bambuko kilimėlis, balta žvakė, molinė taurelė, medžio masažo lazdelė, smilkalų pagaliukas, chrizantemų šaka                                        |
| vintage / retro             | vintage parfumerijos flakoniukas, perlamutro segė, šilkinė skarytė, senas veidrodis, presinis gėlių herbariumas, aukso žiedas                       |

## 9.2 Single hero prop (spotlight styling)

Editorial product styling close-up in 4:5 aspect.

One single [PROP] photographed as a hero object on a [SURFACE], product [PRODUCT] resting beside or leaning against it. Soft amber golden hour light from camera-left, clean shadow. Background: blurred charcoal or warm cream, single-material, no pattern.

Composition: slightly off-center rule-of-thirds, generous negative space.

Mood: editorial, intentional, 'everything in this frame means something'. [PALETTE].

Analog film grain, Kodak Portra 400 feel.

NO TEXT OVERLAYS: pure photo, text baked in post.

## 9.3 Vienas priedas + produktas ant terracotta (signature flat-lay)

Editorial flat-lay product photography, slightly angled (not pure top-down).

35-degree camera tilt. Golden hour.

The [PRODUCT] centered-right on rough terracotta floor. ONE [PROP] (e.g., a cream

linen cloth loosely draped, or a single dried palm branch) placed to the left.

Hard long shadows from low 5pm golden sun from camera-left.

Composition: wide editorial frame, generous negative space top-left. NO MODEL.

Mood: Mediterranean, tactile, editorial. Cream + terracotta + amber + [PRODUCT\_COLOR] palette. Analog film grain.

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## 10. CTA promptai

Shadow typography + CTA slides. Used for slide 12–13.

## 10.1 Shadow typography CTA (keyword as shadow letters)

★ Tai pats kūrybiškiausias slide'as: žodis formuojamas šešėliais ant sienos. Naudok kaip paskutinį slide'ą prieš CTA.

Editorial environmental typography photography in 4:5 aspect.

A sun-drenched [SURFACE] (terracotta wall / warm stone wall / cream linen panel)

photographed at golden hour. The word '[KEYWORD]' is formed entirely by SHADOWS

cast onto the surface: as if sunlight shines through a stencil or letters cut

into a screen, casting sharp warm shadows spelling the word in all-caps across the wall.

The shadows are CRISP and legible, warm amber-charcoal in tone, falling at a

slight angle from the upper-left. The surface itself is beautifully textured ,

rough terracotta plaster, visible stone grain, warm afternoon light.

NO PERSON in frame. NO product in frame (optional: a jar of [PRODUCT] on the

stone ledge at the very bottom edge of frame, small, out of focus).

Typography created ONLY by shadows, not by any painted, printed,

or overlaid text.

The rest of the wall is warm golden amber, completely photographic.

Composition: wall fills the entire 4:5 frame. The shadow word centered or

upper-third. Mood: editorial, atmospheric, clever, aspirational.

Warm terracotta +

amber + deep shadow palette. Kodak Portra 400 film feel, subtle grain.

### Variables:

- [KEYWORD], BEAUTY / GLOW / GOLDEN / BALZAMAS / ŠVIESA
- [SURFACE], terracotta plaster wall / sun-warmed limestone wall / cream linen draped over wood frame
- [PRODUCT], opsionalu, tik jei nori pridėti produktą apatiniam krašte

## 10.2 Dark charcoal CTA (solid #1A1A1A, typography only)

Instagram carousel FINAL CTA slide in 4:5 aspect.

Background: solid dark charcoal (#1A1A1A) covering the ENTIRE frame. NO photo,  
NO model, NO product. Pure typography on dark charcoal.

Typography layout (LT only):

- Center of frame, slightly upper:

Line 1 (white bold sans-serif, ~80px): 'rašyk'

Line 2 (ITALIC bold sans-serif, BURNT ORANGE #D55A2B, ~180px):  
'[KEYWORD]'

- Below, smaller:

Body text (white regular, ~36px, centered): '[ACTION\_LINE]'

- Very bottom center, small:

(white, ~22px): '★ [BRAND] · [TAGLINE]'

Clean, bold, editorial. No pill buttons, no arrows, no decorative elements.

LT šablonai:

[KEYWORD]

[ACTION\_LINE]

[BRAND · TAGLINE]

BEAUTY

DM'inu Beauty promptų rinkinį šiandien

apix · studija

GAUK

viską čia, [link in bio]

apix · studija

PRADĖK

DM'inu kaip pradėti šiandien

apix · studija

## 10.3 Gradient fade-to-dark CTA (photo into dark)

Instagram carousel FINAL SLIDE, 'fade to CTA' composition in 4:5 aspect.

The upper ~40% of the frame: a beautiful editorial beauty photo, [SCENE\_DESCRIPTION].

The lower ~60% of the frame: a smooth gradient fade from the photo into solid

dark charcoal (#1A1A1A), the gradient starts at mid-frame and becomes completely dark by bottom.

Typography in the DARK lower half:

- Line 1 (white bold sans-serif, ~70px): 'rašyk'
- Line 2 (ITALIC bold sans-serif, BURNT ORANGE #D55A2B, ~160px): '[KEYWORD]'
- Line 3 (white regular, ~34px): '[ACTION\_LINE]'
- Bottom (white, ~20px): '★ [BRAND]'

Photo: same editorial world as the rest of the carousel. The gradient feels organic, not hard-cut. Warm amber light in the photo portion.

## 11. Bonusas

### 11.1 Campaign worldbuilding: kas daro carousel'į KONSISTENTŲ

Prieš generuodama atsimink: **vienas carousel = vienas pasaulis**. Tai reiškia:

- ✦ VIENA paletė, sprendimas priimamas prieš generuojant slide 1:  
Kreminis + gintaro + terracotta + odos tonas  
ARBA Kremas + šalavijas + natūralus medis  
ARBA Juodas + aukso + smėlio  
, pasirink ir laikykis
- ✦ VIENAS šviesos kampas, visuose slides golden hour iš kameros kairės  
ARBA ryto šviesa per langą iš dešinės, pasirink ir laikykis
- ✦ VIENAS modelio reference, jei carousel turi modelį,  
kiekviename naujame slide naudok ankstesnio job\_id kaip  
reference @image3
- ✦ VIENODA lockup pozicija, mikrotekstas visose slides TAS PATS:  
top-left ARBA top-center, ~14–16px, NE didesnis
- ✦ VIENAS pagrindinis props elementas (pvz. gintaro akiniai):  
pasirodantis 3+ slides kaip vizualinė gija

# 11.2 Kuris modelis, greita sprendimų lentelė

| TIKSLAS                     | MODELIS                           | KODĖL                                           |
|-----------------------------|-----------------------------------|-------------------------------------------------|
| 90% visų slides             | Nano Banana 2 Pro                 | Greitas (90s), geras su refs, puiki tipografija |
| Cover + typography-heavy    | gpt_image_2                       | 4K typography, bet 5–10min per kadrą            |
| Konsistentus modelio veidas | soul_2                            | Character consistency per visą kampaniją        |
| Greitam eksperimentui       | Nano Banana 2 Pro                 | Pigiau, greičiau, pakankamai geras              |
| Klientui skirtas finalas    | gpt_image_2 cover + NB Pro inside | Geriausias cover + greiti inside slides         |

## 11.3 Dažniausios klaidos ir kaip jų išvengti

✗ Klaida: naudoji marketing screenshot'ą kaip produkto reference

→ ✓ Fix: visada clean white-background studio foto

✗ Klaida: angliškas tekstas teksto slides

→ ✓ Fix: VISKAS LT, išskyrus: brand wordmark (pvz. Mokosh) +  
ManyChat keyword (pvz. BEAUTY)

✗ Klaida: kiekvienam slide'ui kitas šviesos kampas, kita paletė

→ ✓ Fix: nuspręsk pirmame slide'e ir copy/paste tą patį lighting  
briefą į visus

✗ Klaida: cover slide neprimena kampanijos, atrodo kaip atskiras  
fotoshotas

→ ✓ Fix: cover slide turi turėti TOS PAČIOS paletės, TOS PAČIOS  
nuotaikos kaip visi kiti

✗ Klaida: per daug text overlay viename slide'e

→ ✓ Fix: max 2 teksto elementai per slide: heading + viena  
eilutė body arba handwritten

## 11.4 Greitas workflow (nuo brief iki carousel)

### 1. PASIRINK PASAULĮ (5 min)

→ Produktas + paletė + nuotaika + vienas props elementas

### 2. UPLOAD REFERENCES (2 min)

→ @image1 = style reference (pvz. MEC cover)

→ @image2 = clean white-bg produkto foto

→ @image3 = modelio reference (jei reikia)

### 3. COVER PIRMA (10–15 min)

→ Generuok 2–3 cover variantus → pasirink → patvirtink PRIEŠ darydama kitus

### 4. INSIDE SLIDES iš eiles (30–40 min)

→ Cover tone naudok kaip ref visuose kituose

→ Job\_id iš modelio slide naudok kituose modelio slides

### 5. DARK TRANSITIONS ranka (5 min)

→ Generuok arba surink tekstą: šie slides GREITI

### 6. CTA PASKUTINIS (10 min)

→ Shadow BEAUTY slide → dark charcoal finale

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