



# DALL-E 3



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# CHEAT SHEET

## DALL-E 3

DALL-E 3 is a game-changing tool for AI powered art creation, turning sentences into stunning pictures in seconds. DALL-E is available on ChatGPT (plus) and Bing AI Chat.

### ADVANTAGES

- Enhanced creativity and inspiration
- Eliminate prompt engineering
- Cost and time efficiency
- Improved precision
- API Integration

### IMPROVEMENTS

- Better understanding of numbers and positions
- Better for printing text on images
- Better on small variations
- 50 requests every 3 hours

### AUTOMATED PROMPTS

DALL-E 3 automatically creates a detailed tailor-made prompt based on your idea. This improvement is made in order to help you create better images easily.

### VOCABULARY

- Generative AI:** a model that outputs text or images from text prompts.
- Outpainting:** expand images retaining original details.
- Inpainting:** erase image parts and refills them with new content.

## MARKETING & ADVERTISING

Here are the best DALL-E 3 Marketing and Advertising use cases:

- Visual campaign:** Craft captivating visuals to tell your brand story.
- Advertisement poster:** Design eye-catching posters to promote your offerings.
- Rapid prototyping:** Quickly visualize ad concepts to speed up approvals.
- Personalized ads:** Tailor ads to individual preferences for better engagement.
- Create infographics:** Turn data into engaging infographics effortlessly.
- Website homepage design:** Design a welcoming homepage that resonates with your brand.

## CREATIVE STYLES

### Sticker illustration

- Ikea manual
- Vintage Disney
- Pixel Art
- Political cartoon
- Child's drawing
- Acrylic on Canvas
- Watercolour

### Screen printing

- Digital painting
- Oil painting
- Pastels
- Vector's art
- Crayon
- Patent drawing
- Stencil, street art

## PRODUCT DEVELOPMENT & DESIGN

Here are the best DALL-E 3 Product Development and Design use cases:

- Concept visualization:** Bring initial product ideas to visual life swiftly.
- Packaging design:** Create attractive packaging that echoes your brand's essence.
- Fashion design:** Explore and visualize trendy, unique fashion designs.
- 3D model:** Generate 3D models to better understand and present your product.
- Architecture design:** Visualize architectural designs in a realistic or stylized manner.
- Product prototype:** Quickly create visual prototypes to refine product features.

## CAMERA ANGLES

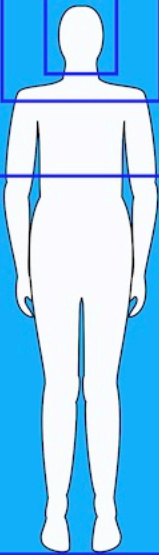
### EXTREME LONG SHOT

### LONG SHOT

### MEDIUM SHOT

### CLOSE UP

### EXTREME CLOSE UP



## PROMPT PARAMETERS

Parameters are options added at the end of the prompt that will change how an image is generated.

- Use the "--ar" parameter to modify the ratio. For example, "--ar 1:1" means a square aspect ratio.
- Use the "--stylize" parameter to influence artistic color, composition, and forms. 0 is the lowest value and 100 is the highest.
- Use the "--weird" parameter to influence the output. 0 is the lowest value and will give you a normal output, 1000 is the highest and the weirdest.

## DALL-E 3 & CANVA



Here's how you can multiply DALL-E 3's power by linking it to Canva:

- Pick your DALL-E 3 image
- Download it
- Open Canva and create a new design
- Upload the downloaded image to Canva
- Customize the image with Canva's tools
- Once finished, download and share your design

## LOGO CREATION

Here's how you can generate stunning logos with GPT-4 Vision and DALL-E 3:

- Upload your favorite logo to GPT-4 Vision. Use this prompt: "I want to generate a logo similar to this one. Describe a prompt I would use in DALL-E 3 to achieve this."
- Copy and paste on DALL-E 3 the prompt GPT-4 gave you.
- Iterate and ask for modifications.

## BEST PROMPTS WORDS

### LIGHTING PROMPTS

- Golden Hour
- Blue Hour
- Overcast
- Shadow & Silhouette
- Warm Lighting
- Colourful Lighting
- Studio Lighting
- Back Lighting
- Midday

### MODERN ART

- Art Deco
- Cubism
- Expressionism
- Fauvism
- Pop Art
- Street Photography
- De Stijl
- Abstract Expressionism
- Street Art

### CRAFTY ARTS

- Papercraft
- Needle Felting
- Embroidery
- Knitting Patterns
- Amigurumi
- Papier Mache
- Pop-up Book
- Paper Embossing
- Short of Ideas

## ALTERNATIVES

- Midjourney
- Leonardo AI
- Adobe Firefly
- Stable Diffusion

## SEO BENEFITS



- Generate unique and customizable images and text using DALL-E 3
- Link DALL-E 3 with Canva for better results
- Make your images unique by removing or adding elements
- Use stock photos and edit the ones you like

## PROMPT ELEMENTS

Prompt elements such as adjectives can easily influence the output. A single adjective can modify multiple factors, e.g. 'Art Nouveau' will influence illustration style but also structure, clothing, materials, colors, etc. Years, decades, and eras, like '1945' or 'late 90s' will also have the same effect on your output.

**Prompt:** 1920s streets of Paris, cars, buses, trams, stylish men and women sitting in cafes, Art Nouveau style | 100

