



# Veo 3 Prompt Writing Guide

For Creative, Marketing, and L&D Teams



powtoon imagine

Experience Text to Video built with Google Veo 3!

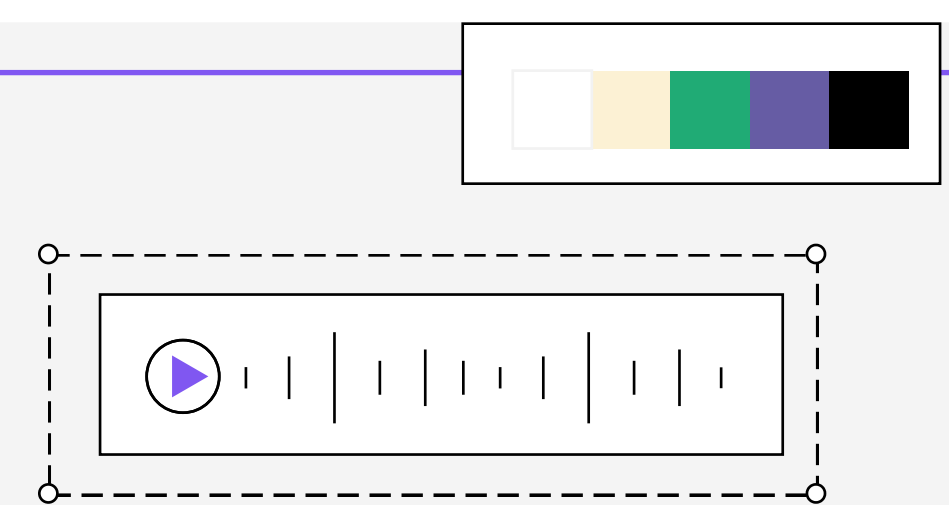
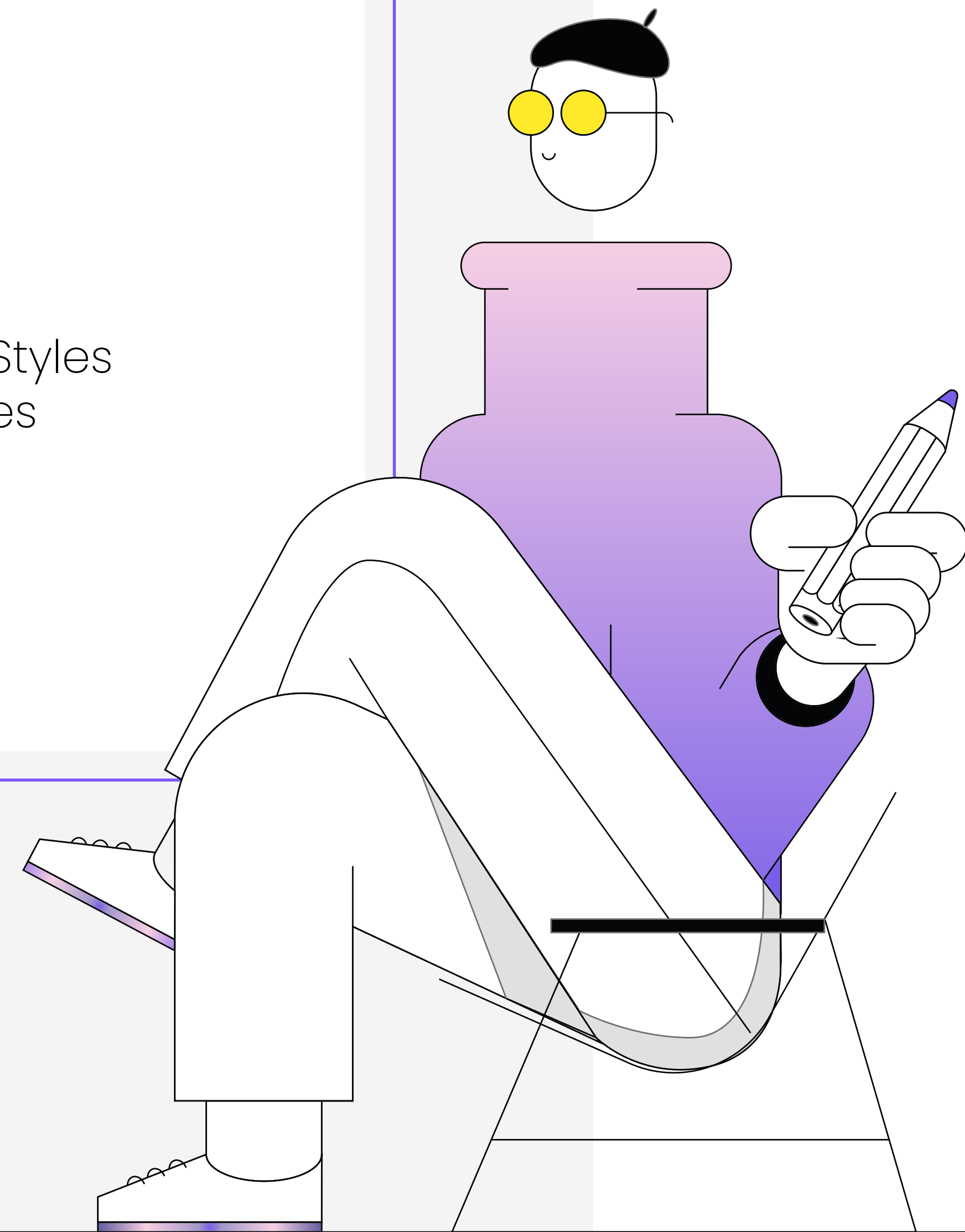
Generate Video



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## The Power of Visual Learning

**This guide is designed to help you write effective, cinematic prompts** for Google Veo 3 video generation. Use it as your go-to reference for every project, whether you're creating ads, explainers, social content, or experimental video.

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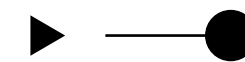
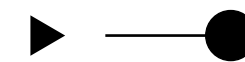
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## 2 Veo 3 Capabilities

This is where visual learning comes in:

- ✓ 4K video generation
- ✓ Native sound (dialogue, SFX, music)
- ✓ Realistic motion & multi-character interaction
- ✓ Advanced camera controls (cinematic moves, angles, lenses)

Effective prompts unlock these advanced features!





# 3

## *Principles of Effective Prompt Writing*

### 1

#### **Clarity:**

Specify exactly who/what is in the scene, the action, setting, camera, and mood.

### 2

#### **Cinematic Mindset:**

Think like a director — visual storytelling is key.

### 3

#### **Consistency:**

Keep character, style, and tone descriptions stable across all related prompts.

### 4

#### **Professionalism:**

Use film/photography vocabulary, not casual language.

### 5

#### **No Assumptions:**

Explicitly state style, genre, motion, audio, etc







# The Prompt Blueprint

Break your prompt into these **9 key components**:

*Write prompts as one cohesive, detailed paragraph.*

Example:

"A smiling young woman stands in a cozy home office, explaining cybersecurity tips. Camera is static medium shot, warm lighting, minimal background noise, upbeat background music. No glitch effects."

## SUBJECT:

Who/what is in the scene?

## SOUNDS:

What do we hear? (music, ambience, VoiceOver)

## NEGATIVE PROMPTS

What to avoid? (e.g., "No logos," "No cartoon effects")

## LIGHTING:

Source, time of day, style, mood.

## SETTING/CONTEXT:

Where/when is it?

## CINEMATOGRAPHY:

Camera angle, movement, lens type, shot composition.

## ACTION:

What are they doing?

## TONE & MOOD:

What's the emotional feel?

## STYLE

Animation/realism, specific film/visual style.



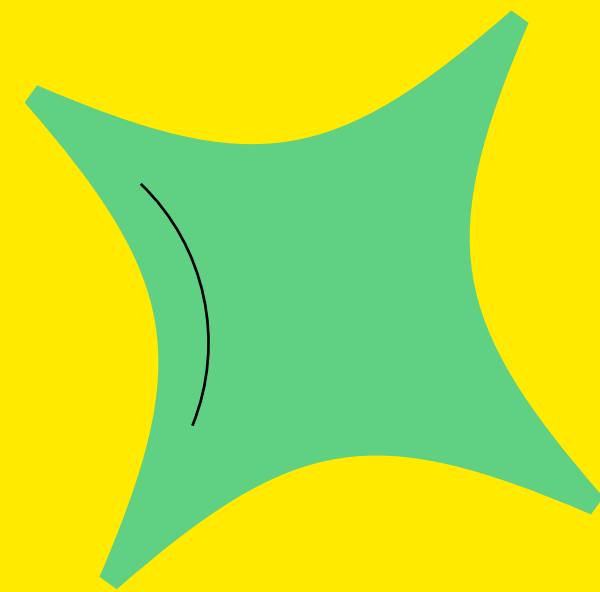
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## *Cinematic Elements & Styling Options*



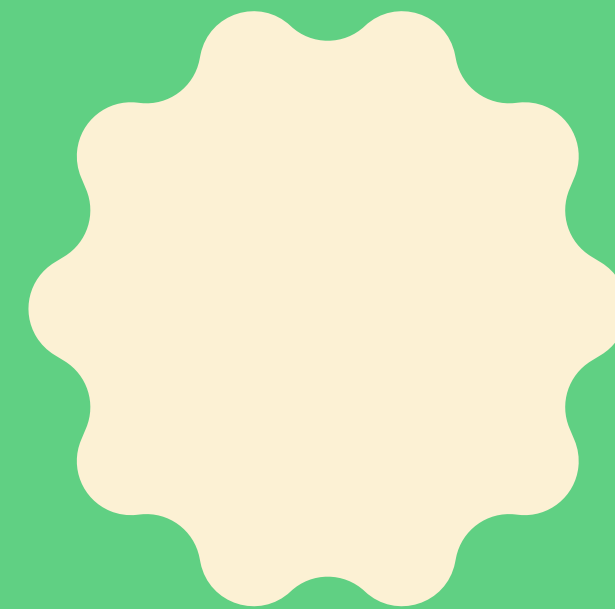
### *Camera moves*

Dolly-in/out, handheld,  
drone shots, whip pan, etc.



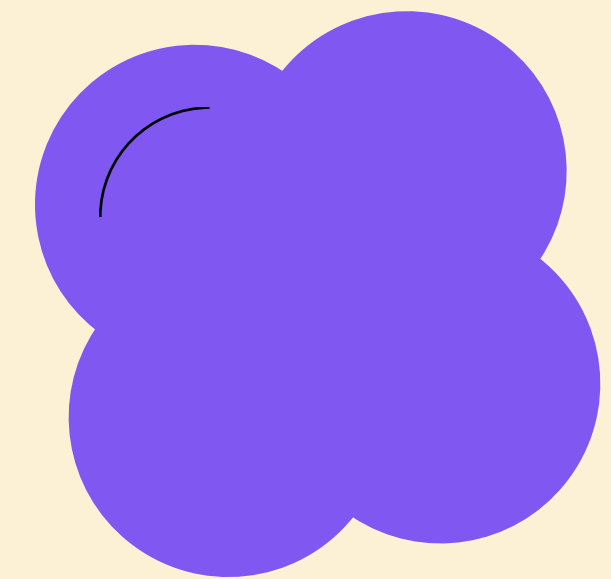
### *Lenses/ Framing:*

24mm for landscapes, 50mm  
portrait, 85mm close-up,  
fish-eye, etc.



### *Lighting*

Golden hour, harsh sun,  
backlight, neon/cyberpunk,  
practical lights.



### *Composition*

Rule of thirds, symmetry,  
foreground/background  
separation, creative frames.



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## *Visual & Technical Vocabulary for Prompts*

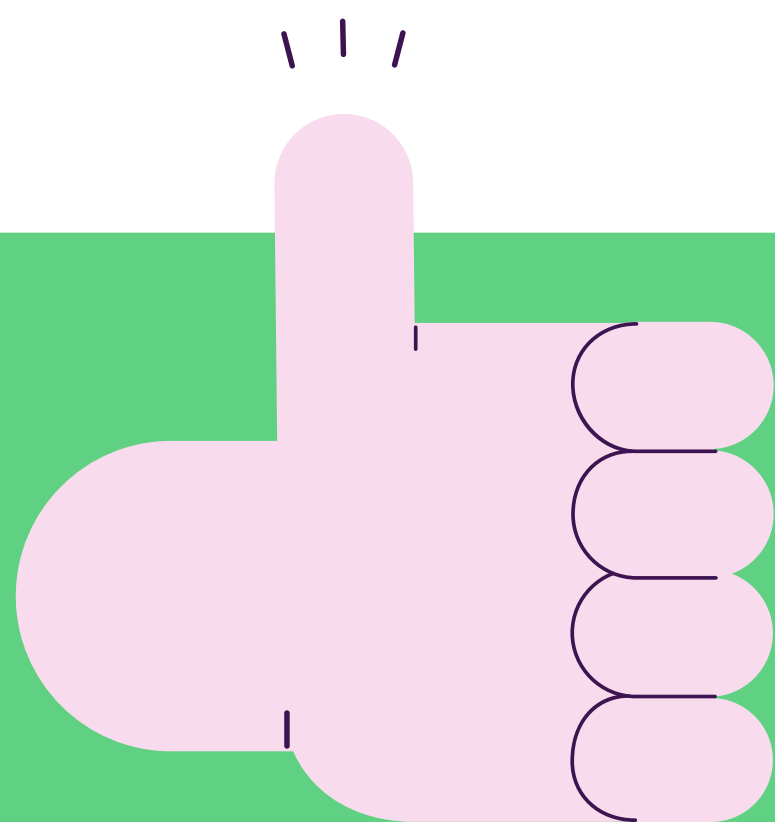
- ✓ ***Dolly-in:***  
Slow forward camera
- ✓ ***Chiaroscuro:***  
Dramatic light/dark contrast
- ✓ ***Bokeh:***  
Blurred background from shallow depth
- ✓ ***Ambient sound:***  
Natural background noise
- ✓ ***Voiceover narration:***  
Off-screen speaker explaining or guiding
- ✓ ***Volumetric fog:***  
3D fog/light beams in the air
- ✓ ***Slow motion:***  
Slowed-down action for emphasis



# 7

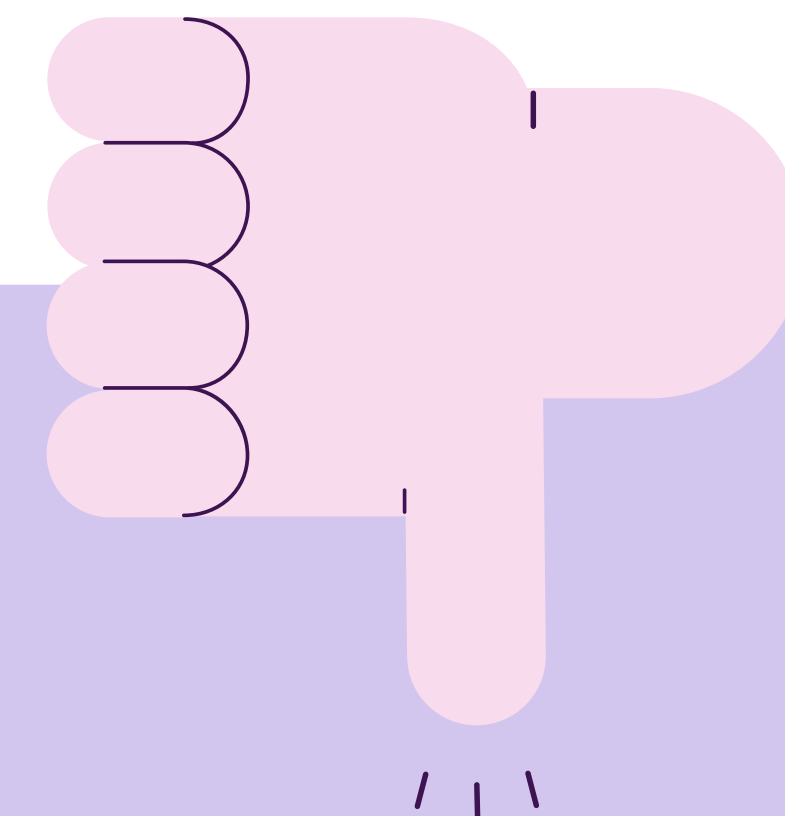
## *Prompt Do's and Don'ts*

### *Do*



- ✓ Use active, specific verbs: "A dog runs joyfully..."
- ✓ Describe emotions: "She looks around in confusion."
- ✓ Mention camera/lighting: "Shot in golden hour with a steady dolly-in."

### *Don't*



- ✗ Be vague: Avoid "beautiful video" or "make it cool."
- ✗ Skip core elements: Never leave out camera, lighting, or mood.
- ✗ Use casual adjectives: "Nice," "pretty," etc., are too generic.





## Negative Prompting Guidelines

Use negative prompts to exclude unwanted elements:

"Do not include cartoon characters."

"Avoid motion blur."

"No text overlays or watermarks."

Format as a final paragraph or as a [avoid: ...] tag.

Write prompts as one cohesive, detailed paragraph.

Example:

"A smiling young woman stands in a cozy home office, explaining cybersecurity tips. Camera is static medium shot, warm lighting, minimal background noise, upbeat background music. No glitch effects."

# 9

## Common Styles & When to Use Them

| Style              | Visual        | Camera                    | Lighting                     | Use case          |
|--------------------|---------------|---------------------------|------------------------------|-------------------|
| Nature Documentary | Realistic     | Realistic<br>Static/dolly | Natural sun                  | Education, travel |
| Action Trailer     | High-contrast | Whip pan,<br>fast zoom    | Low key                      | Ads, thrillers    |
| Explainer Video    | Flat, minima  | Centered shots            | Centered shots<br>Even light | Corporate, SaaS   |
| Comedy Skit        | Bright        | Handheld                  | Natural                      | Entertainment     |



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## Sample Prompts (by Category)

### *Explainer :*

"A smiling young woman stands in a cozy home office, explaining cybersecurity tips. Camera is static medium shot, warm lighting, minimal background noise, upbeat background music. No glitch effects."

### *Action :*

"A masked motorcyclist rides through a neon-lit Tokyo street at night. Handheld camera, fast cuts, techno soundtrack. Avoid rain."

### *Nature :*

"A leopard walks through tall savannah grass during golden hour. Slow dolly tracking from the side, soft shadows, ambient jungle soundscape. No humans, no logos."

### *ASMR :*

"Close-up of hands pouring tea into a ceramic cup. Soft lighting, macro lens, ambient tea room sound. No music."



# Prompt Writing Checklist

Before submitting your prompt, **ensure you've included:**

☐

## **SUBJECT:**

Who/what is in the scene?

☐

## **SOUNDS:**

What do we hear? (music, ambience, VoiceOver)

☐

## **NEGATIVE PROMPTS**

What to avoid?  
(e.g., "No logos," "No cartoon effects")

☐

## **LIGHTING:**

Source, time of day, style, mood.

☐

## **SETTING/CONTEXT:**

Where/when is it?

☐

## **CINEMATOGRAPHY:**

Camera angle, movement, lens type,  
shot composition.

☐

## **ACTION:**

What are they doing?

☐

## **TONE & MOOD:**

What's the emotional feel?

☐

## **STYLE**

Animation/realism,  
specific film/visual style.



# 12 External Resources

- Vertex AI video generation prompt guide
- Google's Veo 3: A Guide With Practical Examples
- How to prompt Veo 3 for the best results – Replicate blog
- Mastering Veo 3 – Miguel Ivanov (Medium, June 2025)
- Powtoon Blog – Veo 3 Prompt Examples and Best Practices

