

DALL-E3 Full Playbook

A complete journey of styles, examples and tools



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April 2024

New in this edition (Under 'Part 1 Getting Started')

Inpainting with DALL-E on ChatGPT
 Style guides on OpenAI's DALL-E GPT
 Minor fixes and improvements

The updates will significantly enhance the usability of the DALL-E images you create and make your process more efficient.



This playbook is dedicated to anyone who

- 1) wants to learn DALL-E 3
- 2) is keen to master image prompts
- **3) intends to generate unique images**
- 4) seeks to explore multiple use cases
- 5) wishes to create images as they imagine









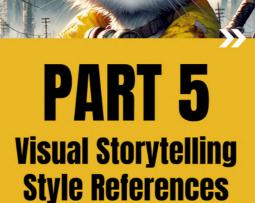
PART 2 Photography Style References



PART 3 Art Movement Style References









PART 6 Design & Text Style References



PART 7 Capturing Actions



PART 8 Leveraging Tools



PART 9 Scaling with Custom GPTs

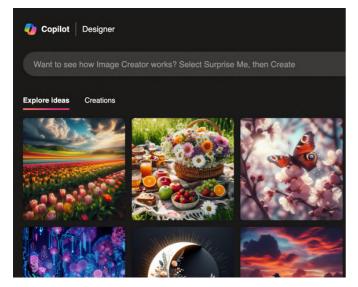


PART 1 Getting Started

You can use DALL-E 3 for free on Microsoft Copilot & Designer

Designer (via Bing)

bing.com/images/create



Designer (via Copilot)

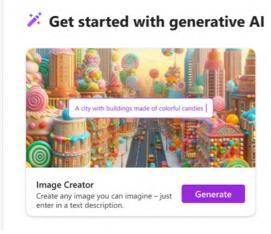
copilot.microsoft.com



Designer (home page)

designer.microsoft.com





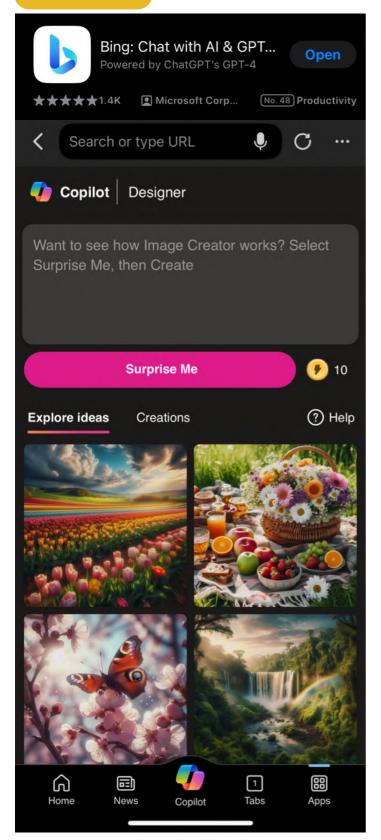
Copilot Sidebar

Copilot sidebar on Edge Browser

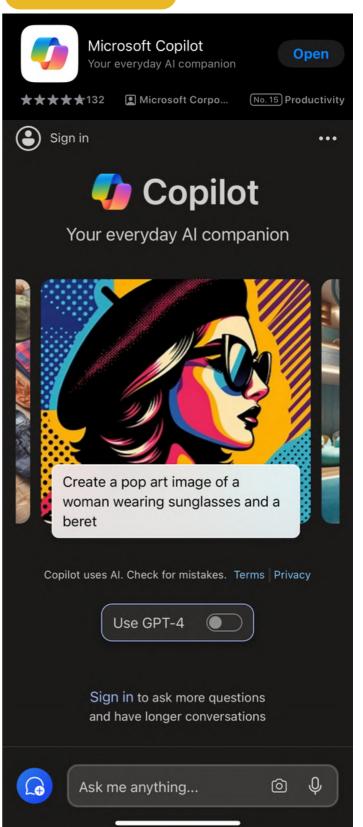
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| Chat | 🗹 Compose | Insights | | | | | C | С | : | × | |
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| | | | | | | | | | | | 1 |
| | , Tianyu! | | | | | | | | | | |
| | to even more wit arted!© | th Microsoft I | Edge, ask n | ne anythin | g or pic | ck a sug | gesti | on to | | | |
| | | | | | | | | | →. | | |
| Explo | re more | | | | | | | (| 3 | | |
| C | Switch to vertic | al tabs | | | | | | | | 1 | |
| • | Summarize the important | top news an | d expand o | n one top | ic that's | s the m | ost | | | | |
| | Write step-by-s ingredient list | tep instructio | ons to make | e pizza cru | ist and | give me | e the | | | | |
| Copil | ot is powered by Al | I, so surprises | and mistakes | are possibl | e. Terms | of use | Privac | y polic | у | | |
| create | an image of a ca | at in the style | of cubism | | | | | | | Ŷ | |
| (e) (| Z) | | | | | | | /4000 | | | |

On mobile, you can use DALL-E 3 on apps like Bing, Copilot & Edge

Bing App



Copilot App



Use DALL-E 3 on ChatGPT Plus to get more help or customization

Chat with ChatGPT directly

Start with "create an image"



How can I help you today?

Compare design principles for mobile apps and desktop software

Tell me a fun fact about the Roman Empire Design a database schema for an online merch store

for a retro-style arcade game

Come up with concepts

O Create an image of a cat in the style of impressionism

ChatGPT can make mistakes. Consider checking important information.

Use the Custom GPTs

Play with the top GPTs under 'DALL-E' category in the GPT Store

| Q Search | public GP ⁻ | Гs | | | | | | | |
|-----------|------------------------|---|--------------|---------------|---------------------------|-------------|---|-----------|--|
| Top Picks | DALLE | Writing | Productivity | Research & Ar | nalysis | Programming | Education | Lifestyle | |
| DALL·E | | | | | | | | | |
| ransform | your idea | as into ama | azing images | | | | | | |
| 1 | Use desi | Logo Creator Use me to generate professional logo designs and app icons! By Chase Lean | | 2 | 2 () and and | | mage generator A GPT specialized in generating and efining images with a mix of professional and friendly tone.image generator By NAIF J ALOTAIBI | | |
| | Car | toonize You | ırself | | | Super Desc | ribe | | |

Cartoonize Yourself Turns photos into Pixar-style illustrations. Upload your photo to try By karenxcheng.com

3

4

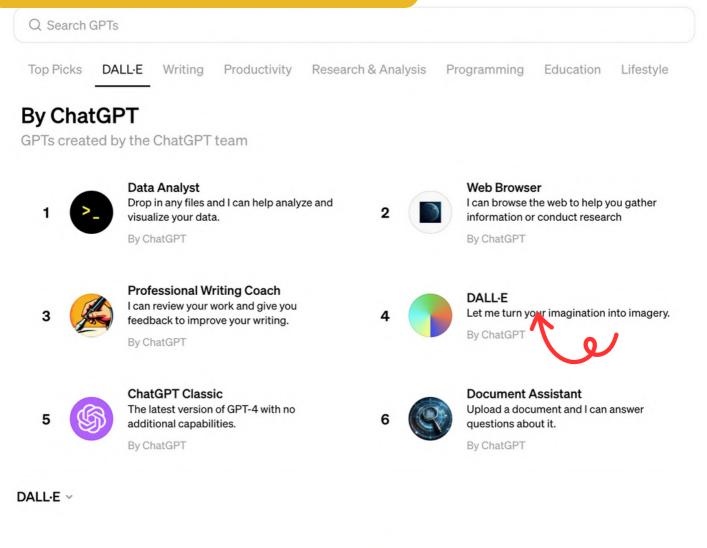
8

Upload any image to get a similar one using DALL-E 3 along with the detailed prompt! By bestaiprompts.art ?

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Explore style references on OpenAl's official DALL-E GPT

Locate this GPT in the GPT Store





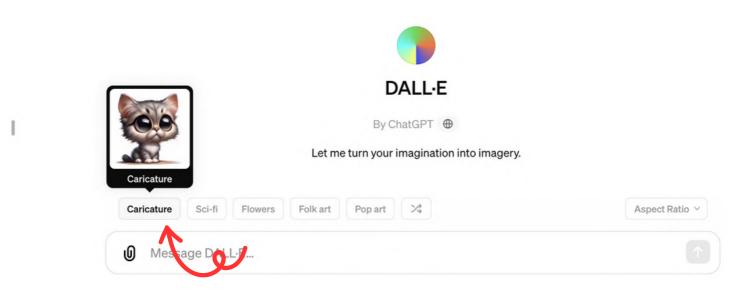
Let me turn your imagination into imagery.

| Solarpunk | Expressionism | Night | High angle | Minimalist | 24 | Aspect Ratio ~ |
|-----------|---------------|-------|------------|------------|----|----------------|
| 0 Mess | sage DALL·E | | | | | |

Explore style references on OpenAl's official DALL-E GPT

Explore and select the style you need

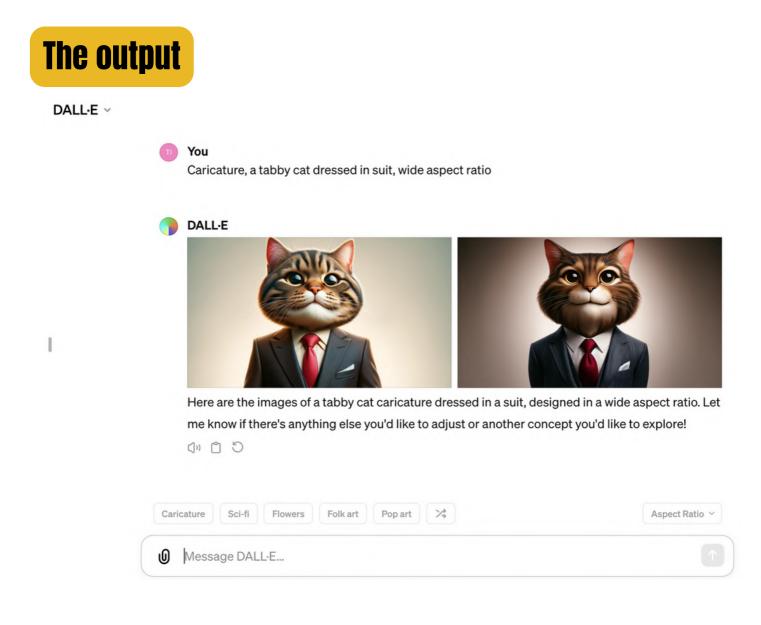
DALL-E ~



Select the aspect ratio on the right

DALL-E By ChatGPT
Caricature Sci-fi Flowers Folk art Pop art 2
Caricature, a tabby cat dressed in suit, wide aspect ratio

Explore style references on OpenAl's official DALL-E GPT



Note: For advanced use cases, it's best to build your own Custom Instructions and Custom GPTs.



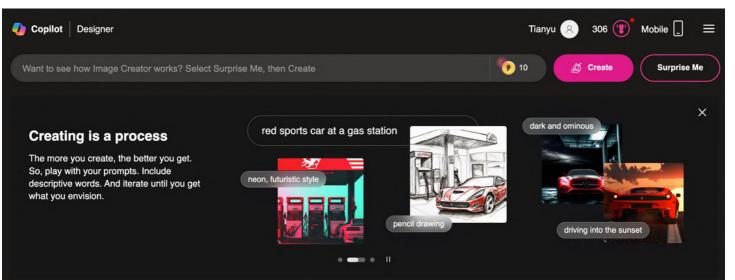


scan nere for our udemy bestseller DALL-E course

Learn the basics of DALL-E prompts from Copilot & Designer

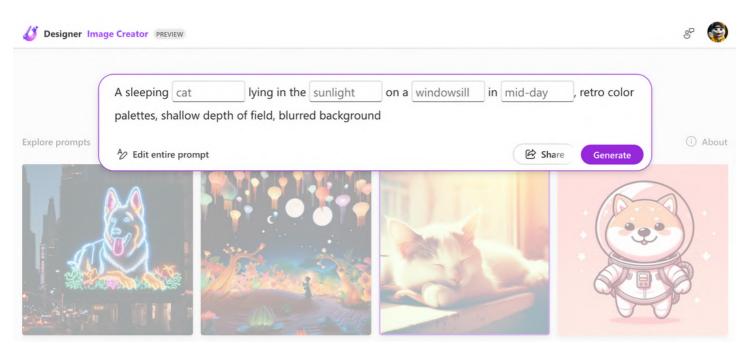
Learn from the home page of Image Creator

bing.com/images/create



Follow the prompt templates on Designer

designer.microsoft.com



Start simple: try it out

Prompt: [angle/shot] photo of [subject]

eye-level

high angle







macro shot



wide angle

Start simple: try it out

Prompt: [subject] in the style of [style]

Starry Night





3D pixel



quilling



cartoony 3D

Start simple: try it out

Prompt: sticker + [subject] + [text]

'excuse me'



'what!'





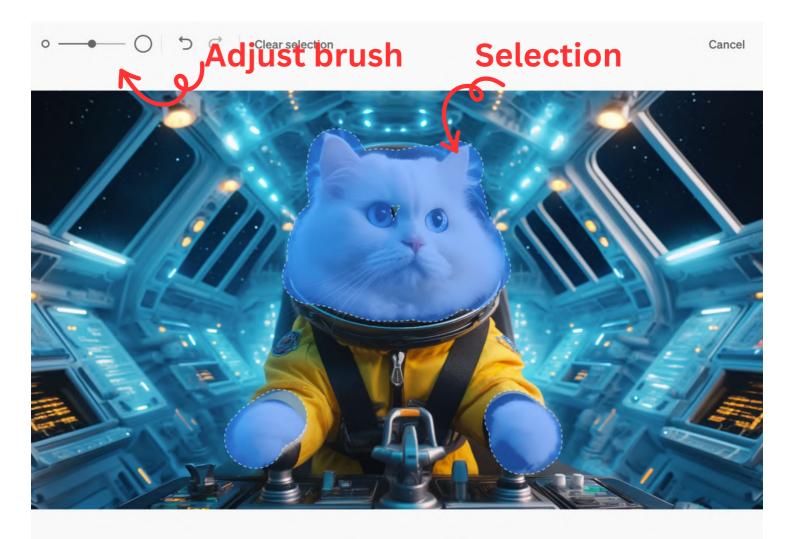
'really?'



'this is awesome!'

How about modifying the DALL-E images directly?

It's possible now with inpainting on ChatGPT: you can modify specific parts of an image by using selection tools and prompts.



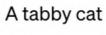
Select an area to edit (i)

X

Text prompt

Edit selection

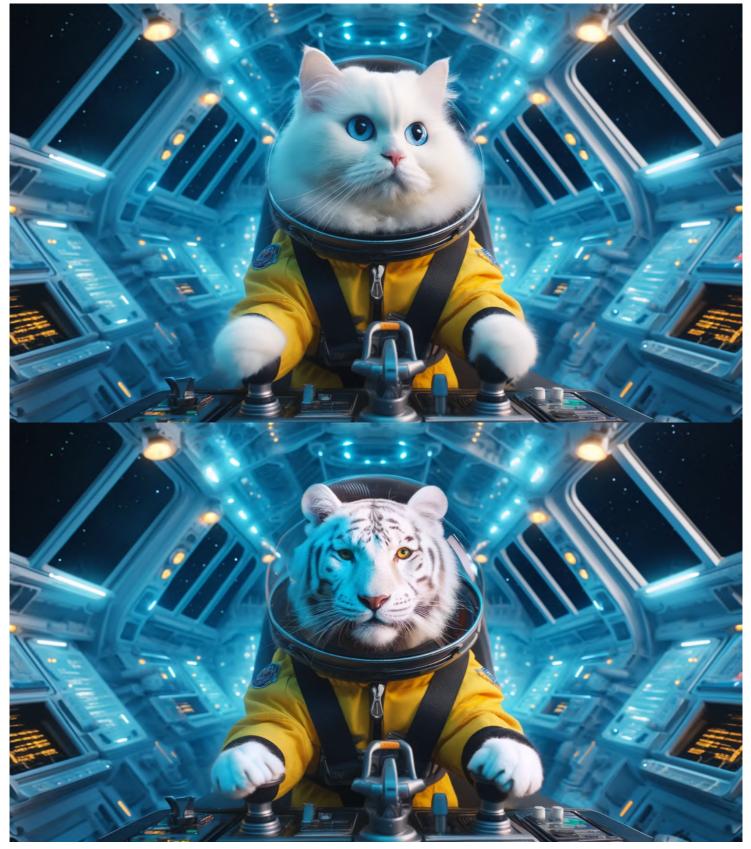
ເດ



#1 Change the backgound



#2 Change the character



#3 Refine the details (expressions)

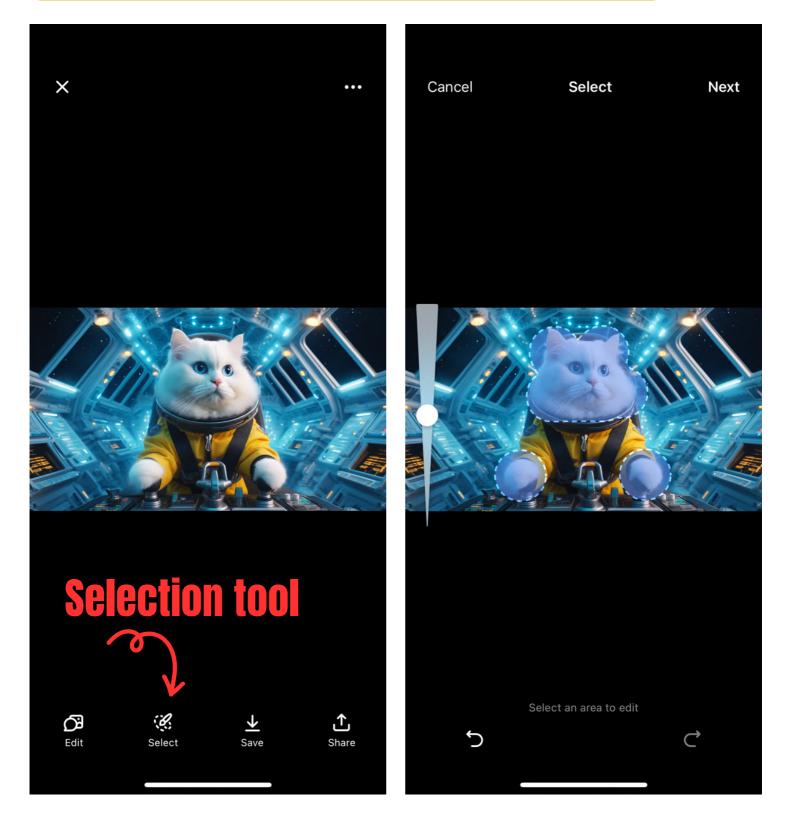


#3 Refine the details (text and others)



Inpainting works on mobile, too

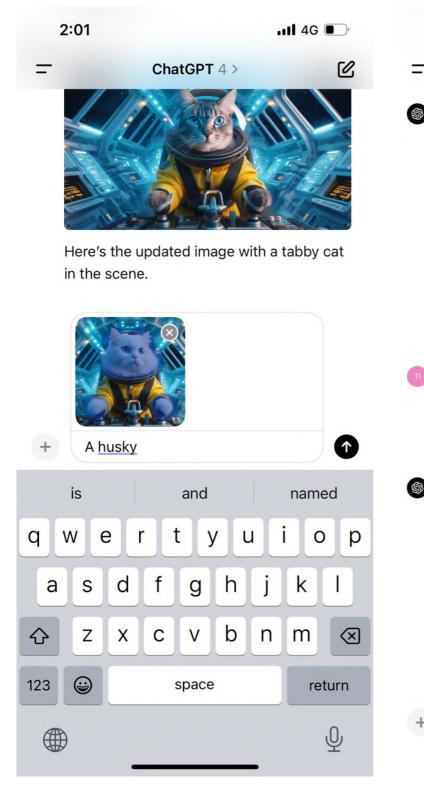
First, visit a DALL-E image on ChatGPT app

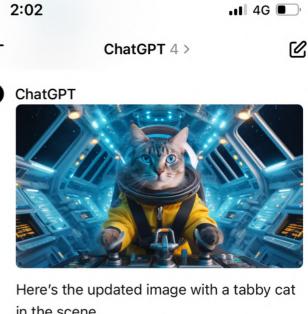


22

Inpainting works on mobile, too

Select an area, enter a prompt, and voilà ...





in the scene.



Message



J

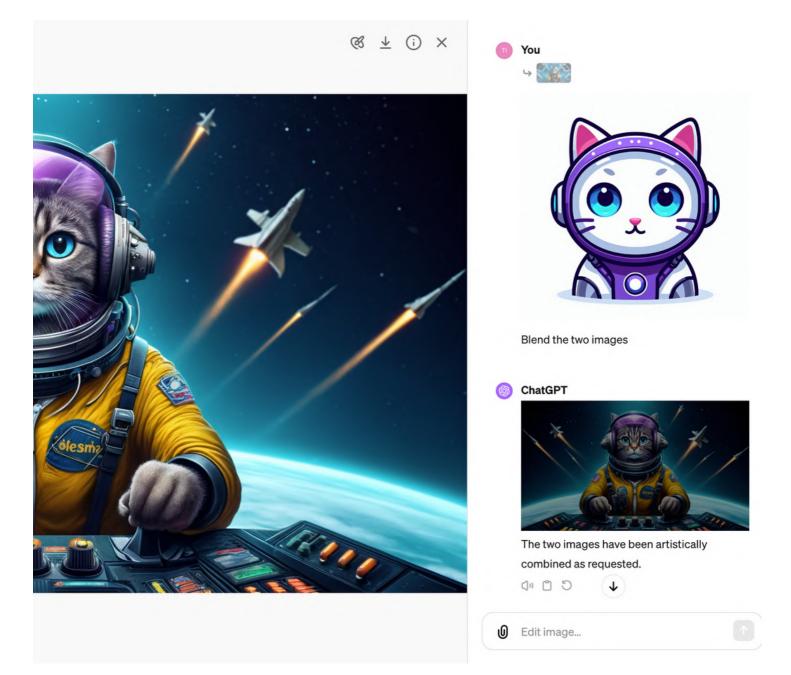
23

Inpainting: other features

Blend two images

You can upload a new image to the thread and ask ChatGPT to combine the two images.

Note: it's based on a combined prompt rather than editing the images directly.



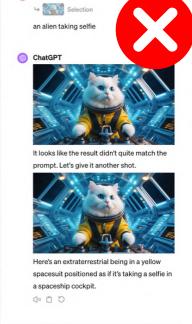
Inpainting may not work with all subjects and style blends

Selection: area on the right | Prompt: An alien taking selfie

o ──● ── ○ ૽ Clear selection



Select an area to edit (i)



Cancel

Selection: area of the cat | Prompt: An alien in a spacesuit

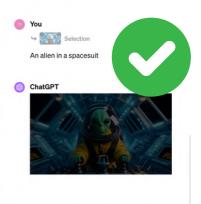
25





Message ChatGPT...

Here's an extraterrestrial being in a yellow spacesuit positioned as if it's taking a selfie in a spaceship cockpit.



0 Edit image...

Tips for beginners Start with 'low hanging fruits'

one human character in an image
 popular art movements in history
 pets, wild life, nature, architecture
 general landscapes and cityscapes
 common photo compositions & angles

then build on your prompts from there.



PART 2 Photography **Style References**

What are the keywords (variables) that affect DALL-E's output on photos?



All images here were generated using the basic prompt structures:

(THE CONSTANT) (THE VARIABLE) "[subject], [photo-related style]" OR "photo of the [subject], [style]"



eye-level

high angle







low angle



wide angle



macro shot

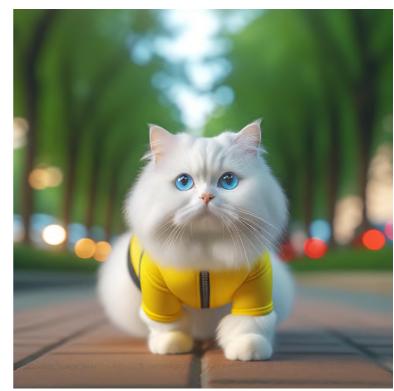
close-up shot







medium shot



long shot



bird's eye view



worm's eye view





sideways



aerial



selfie

group selfie







POV



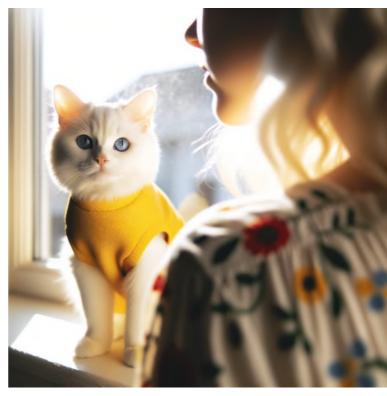
fisheye lens



selective color



over the shoulder





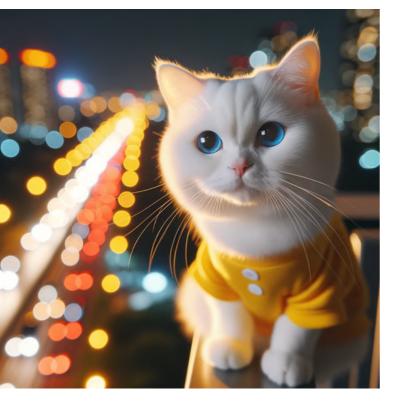
frame in a frame



group portrait



bokeh





neon lights

long exposure





steel wool



moonlit

star trail







silhouette



reflections

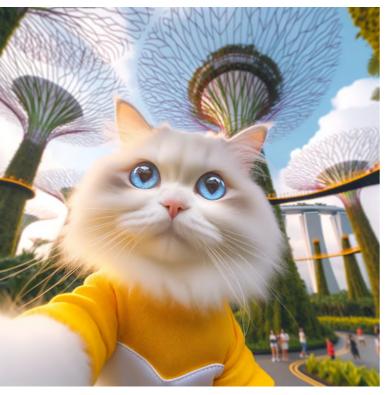


sunrise

morning







noon



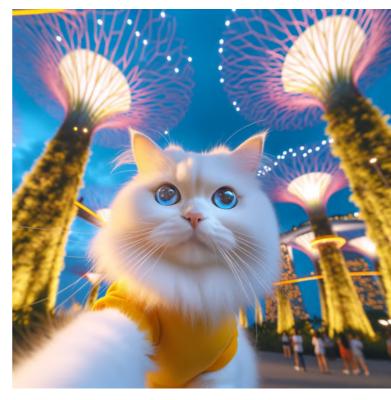
afternoon



golden hour

blue hour







night



midnight



Kodak Portra



Kodak Tri-X





Kodak Ektar 100

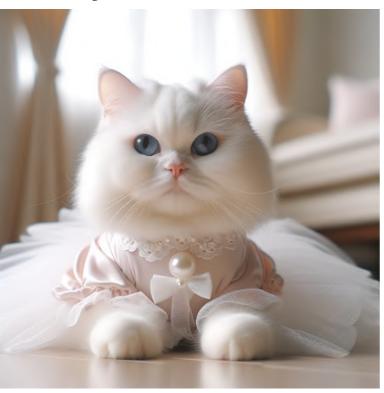


Kodak T-MAX



Fujifilm Pro 400H

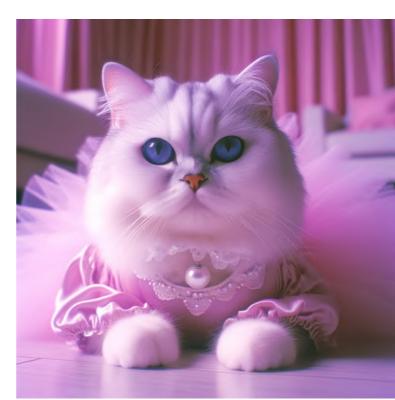
Lomo X-Pro







CineStill 800T



LomoChrome Purple



1890s Kodak No.1



1900s Brownie





1920s Rolleiflex



1930s Leica I



1960s Nikon F



1970s Polaroid SX-70





1980s Canon AE-1



1980s Minolta Maxxum

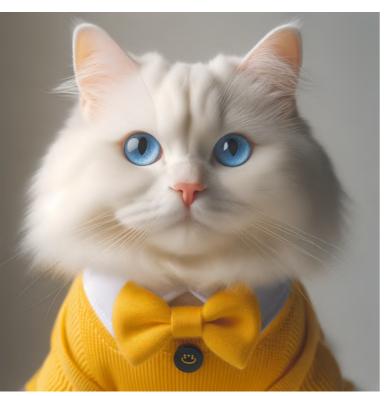


Fujifilm X



Canon EOS R







Sony A7 Nikon Z Note: Camera brand does not seem to have significant influence on the image output

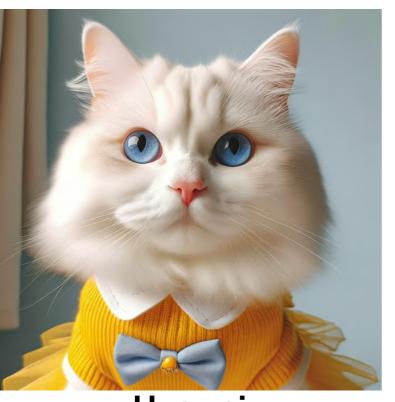


iPhone



Samsung







Huawei OPPO Note: Camera brand does not seem to have significant influence on the image output



PART 3 Art Movement Style References

How do different keywords affect DALL-E's output on paintings?

3.1 Renaissance

3.2 Dutch Golden Age

3.3 Neoclassicism

3.4 Romanticism

3.5 Realism

3.6 Impressionism

3.7 Post-Impressionism

3.8 Song Dynasty

3.9 Ukiyo-e

Style Artist



All images here were generated using the basic prompt structures

(THE CONSTANT) (THE VARIABLE) **"[subject] + [style/artist/artwork/era]"**



in the style of Renaissance



by Leonardo Da Vinci





in the style of 'Mona Lisa'



Early 16th century Italian painting

3.2 Dutch Golden Age

in the style of Dutch Golden Age



by Johannes Vermeer





in the style of 'Girl with a Pearl Earring'



17th century Dutch painting



in the style of Neoclassicism



by Jacques-Louis David





in the style of 'Napoleon Crossing the Alps'



Late 18th century French painting



in the style of Romanticism



by Eugène Delacroix





in the style of 'La Liberté guidant le peuple'



Early 19th century French painting

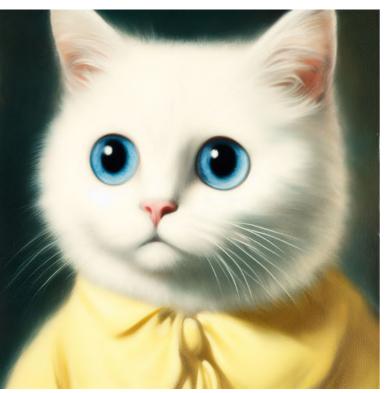


in the style of Realism



by Gustave Courbet





in the style of 'Le Désespéré'



Mid 19th century French painting

3.6 Impressionism

in the style of Impressionism





in the style of 'Impression, Sunrise'

by Claude Monet





1870s French painting

3.7 Post-Impressionism

in the style of Post-Impressionism



by Vincent Van Gogh





in the style of 'The Starry Night'



1890s French painting



in the style of Song Dynasty painting



by Emperor Huizong





in the style of 'Auspicious Cranes'



12th century Chinese art



in the style of Ukiyo-e



by Katsushika Hokusai





in the style of 'The Great Wave off Kanagawa'



1830s Japanese art

So, which variables influence the output of the AI painting?

All of them do.

Depending on the artwork's style and the artist's popularity, the degree of adherence to that style will vary.





PART 4 Art Medium Style References

What are the art mediums (variables) that affect DALL-E's output on images?



All images here were generated using the basic prompt structure:

(THE CONSTANT) (THE VARIABLE) "[subject] + [art medium]"



batik

quilting





lace making





feltmaking



tapestry weaving







knitting



macrame



clay

gold







bronze casting



stone calving



wood carving

sand







ice sculpting



glass blowing



etching print

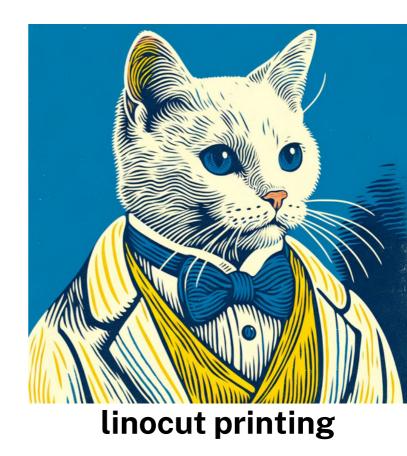


woodcut print





screen printing





monoprinting

collagraphy





drypoint print





mezzotint print



CGI



concept art





algorithmic art



digital collage



digital painting



vector graphics





pixel art



3D modeling



soft pastel





oil pastel

crayon





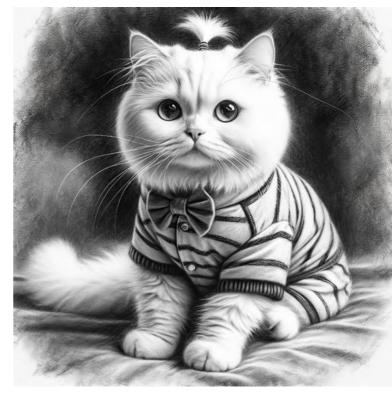
marker



colored pencil









chalk



graphite



silverpoint





ballpoint pen

pencil





ink



tempera

encaustic





spray





acrylic



oil painting



ink wash





water color



gouache



casein

fresco







colored ink



brushwork



napkin drawing

rice art







paper cutting





porcelain

quilling







graffiti

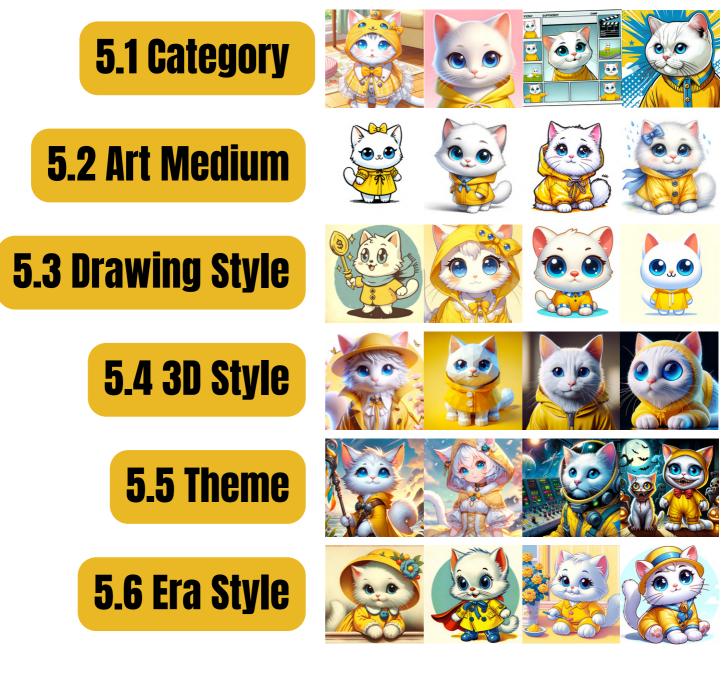


texture art



PART 5Visual Storytelling Style References

What are the visual storytelling keywords that affect DALL-E's output on images?



All images here were generated using the basic prompt structure:

(THE CONSTANT) (THE VARIABLE) **"[subject] + [style]"**

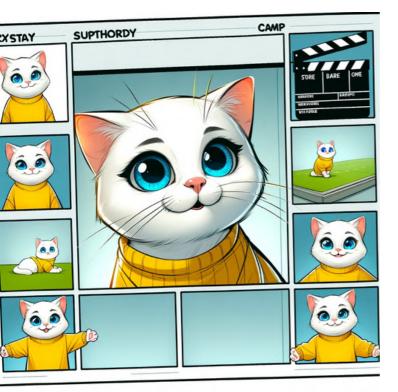


manga



animation





storyboard



comic



cartoon





anime

webtoon





illustration



cartoon, ink drawing



cartoon, pencil drawing





cartoon, marker drawing



cartoon, watercolor



cartoon, crayon



cartoon, gouache





cartoon, digital media



cartoon, chalk



old cartoon



modern cartoon





classic manga



modern anime



chibi drawing



minimalistic cartoon





caricature



line drawing cartoon



manga, kodomo





manga, shojo

manga, shonen





manga, mecha



CGI



realistic CGI





abstract CGI



stylized CGI



3D anime

3D pixel







cartoony 3D



low-poly 3D



clay animation

wooden puppet







horror 3D



retro futurism 3D



cartoon, cyberpunk



cartoon, steampunk





cartoon, noir



cartoon, postapocalyptic



cartoon, fantacy



cartoon, sci-fi





cartoon, comedy



cartoon, horror



comic, fantasy



comic, sci-fi





comic, cyberpunk



comic, steampunk



comic, noir



comic, mystery





comic, romance



comic, postapocalyptic



manga, cyberpunk





manga, noir

manga, steampunk

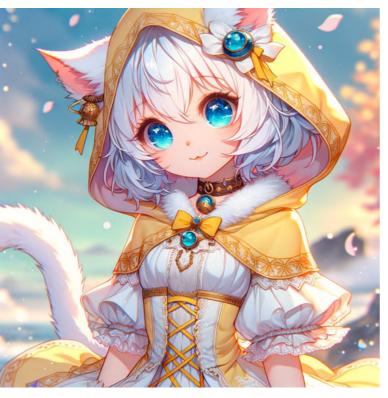




manga, postapocalyptic



manga, fantasy



manga, sci-fi





manga, adventure



manga, horror



cartoon, 1920s







cartoon, 1990s



cartoon, 2000s



comic, 1920s

comic, 1950s









comic, 1990s





comic, 2000s



PART 6 Design & Text Style References

What are the design-related themes and keywords that work well with DALL-E?

| 6.1 Stickers | EXCUSE ME | | STELES | C.THIS IS D AWESOME |
|-------------------------|-----------|----------------------------------|---------------------------------------|------------------------|
| 6.2 Logos | | | () () | 100 B |
| 6.3 App Icons | 0,0 | | C C C C C C C C C C C C C C C C C C C | |
| 6.4 Emojis | | 49 49 49 49 49 49 49 49 49 | | |
| 6.5 Patterns | | | | |
| 6.6 Word Art | SALE) | | SALLE | SALE |
| 6.7 White Boards | | | | |
| 6.8 Clean Backdrop | | | | |
| 6.9 Fashion | | | | |

6.1 Stickers

Basic prompt: sticker + [subject] + **[text] 'excuse me' 'what!'**







'really?'



'this is awesome!'



Basic prompt: **[style]** + logo + [subject] hand-drawn geometric











gradient



Basic prompt: [style] app icon + [subject] minimalism skeuomorphism







flat design



3d graphics



Basic prompt: **[theme]** emoji pack + [subject] **facial expressions business theme**





Basic prompt: **[pattern name]** pattern + [subject] **floral abstract**





paisley





stripes



Basic prompt: [pattern name] pattern + [subject]

damask

tartan





batik





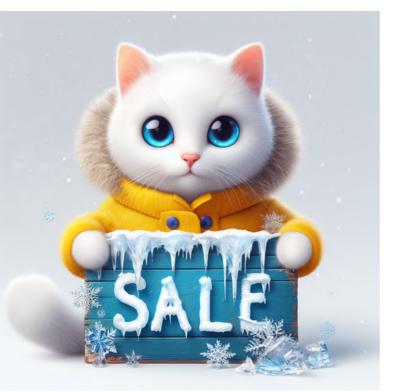
argyle

6.6 Word Art

Basic prompt: [subject] + 'sale' + [style] neon paper cut







ice and frost



fire and flame



Basic prompt: [subject] + holding a white [object] board business card







monitor screen



smartphone screen

6.8 Clean Backdrop

Basic prompt: [design] + white background 3-seater sofa children's bed







bamboo wardrobe



dining table set

6.8 Clean Backdrop

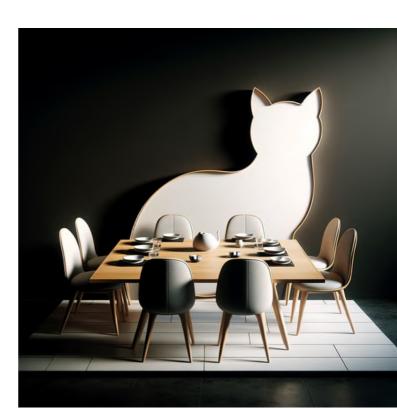
Basic prompt: [design] + dark background 3-seater sofa children's bed







bamboo wardrobe



dining table set



Basic prompt: [subject] + [type of clothes] jacket t-shirt







hoodie







Basic prompt: [subject] in a dress + [material] cotton wool







silk



recycled materials



Basic prompt: [subject] in a dress + [style/pattern] geometric chevron







houndstooth

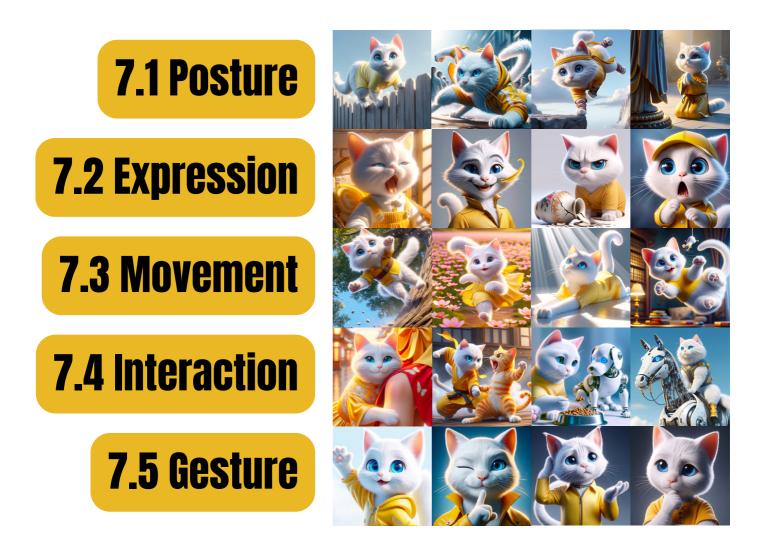


stripes



PART 7 Capturing Actions

What are the actions that work well with DALL-E?



All images here were generated using the basic prompt structure:

[character] + [action with context] (THE CONSTANT) (THE VARIABLE)





perching cautiously on a fence

lunging aggressively at a rival







balancing precariously on a narrow ledge

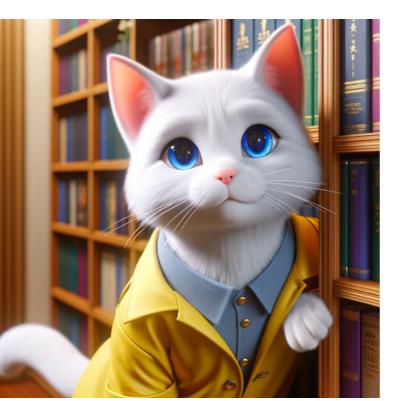


kneeling respectfully before a statue

7.1 Posture

sitting regally on a throne

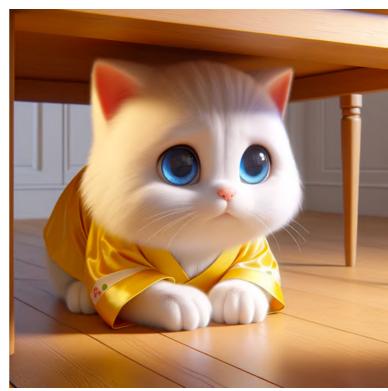




leaning curiously against a bookshelf

sprawling lazily on a couch





cowering timidly under a table

7.2 Expression

smiling gleefully with a ball of yarn





scowling at a barking dog

blushing shyly after receiving a compliment





grinning mischievously with a feather in mouth

113



sneering disdainfully at a rival cat

frowning at a broken vase







yawning sleepily in a warm sunbeam



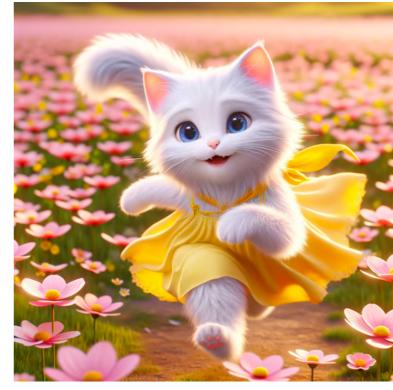
appearing surprised by a loud noise



leaping playfully after a mouse



skipping joyfully through a flower field





striding confidently across a field



pacing nervously before a challenge



falling clumsily from a tree

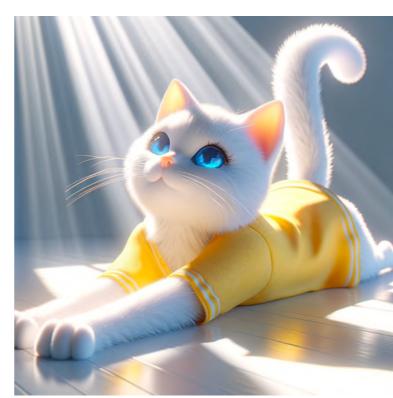


crawling cautiously through a tunnel





dancing playfully to music



stretching luxuriously in a sunbeam

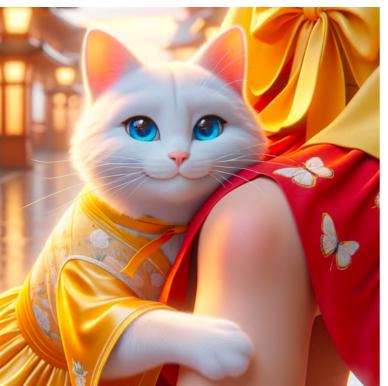


fighting playfully with an orange cat



chasing a butterfly through a meadow





nuzzling affectionately against its owner's leg



tossing a ball in the air



lifting a collapsed wall

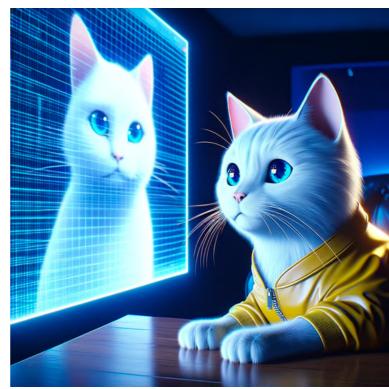


riding on the back of a robotic horse





sharing food with a robotic dog



watching a holographic projection



pointing excitedly at a bird in a tree



waving enthusiastically to a friend





shrugging with indifference



signaling a secret with a wink

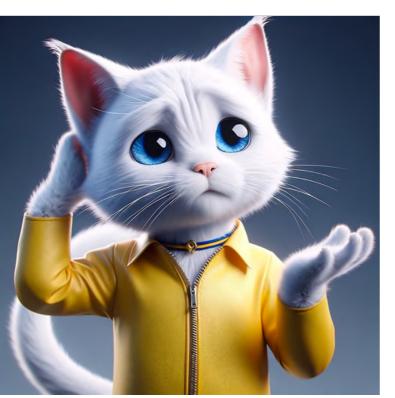
7.5 Gesture

holding a precious object carefully



clapping happily at a performance





scratching its head in confusion



tapping its chin thoughtfully



You can add more context to a prompt with ChatGPT

Prompt for ChatGPT: create an image of the [subject] in the style of the [name of the painting] in the same context with descriptive keywords



BEFORE (without using ChatGPT)

painting of a pure white cat with blue eyes dressed in yellow, in the style of 'The Great Wave off Kanagawa'.

Ukiyo-e style painting illustrating a pristine white cat with striking blue eyes, dressed in a yellow garment, seated on a boat amidst the powerful waves reminiscent of 'The Great Wave off Kanagawa'. The composition captures the movement of the sea with woodblock print textures and includes the iconic Mt. Fuji in the backdrop, all in harmony with the traditional Japanese art style.

AFTER



You can add more context to a prompt with ChatGPT

Prompt for ChatGPT: create an image of the [subject] in the style of the [name of the painting] in the same context with descriptive keywords



BEFORE (without using ChatGPT)

"painting of a pure white cat with blue eyes dressed in yellow in the style of 'Napoleon Crossing the Alps'."

"A pure white cat with blue eyes dressed in a yellow Napoleonic uniform, posed heroically atop a rearing horse amidst a snowy mountain backdrop. The scene is reminiscent of Jacques-Louis David's 'Napoleon Crossing the Alps', with dramatic lighting and a dynamic composition that conveys the sense of movement and power associated with the famous painting." <image>

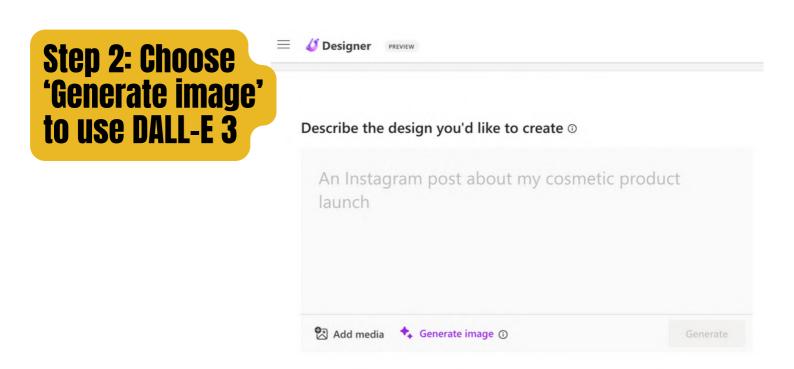
You can also turn the images into designs with Designer



Design Creator Describe a design in words and generative AI will create it for you.

Generate

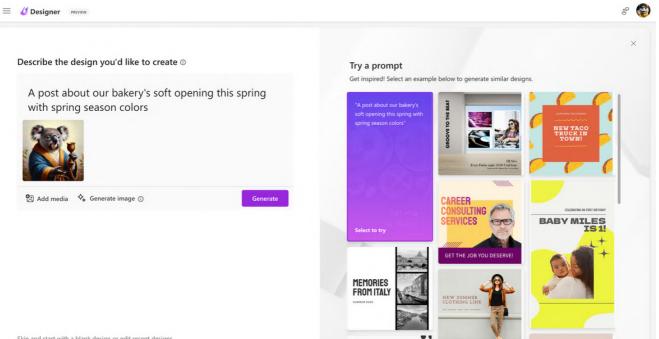
Thanks for showing me the world.



Note: Designer is currently at Preview stage and not commercial ready. Reference: https://designer.microsoft.com/termsOfUse.pdf

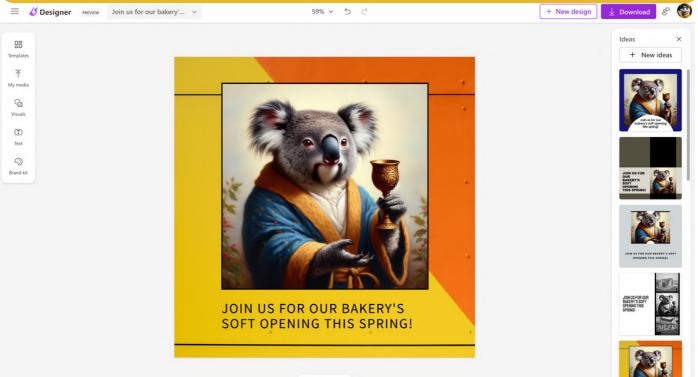
You can also turn the images into designs with Designer

Step 3: Describe the design or 'Try a prompt'



Skip and start with a blank design or edit recent designs

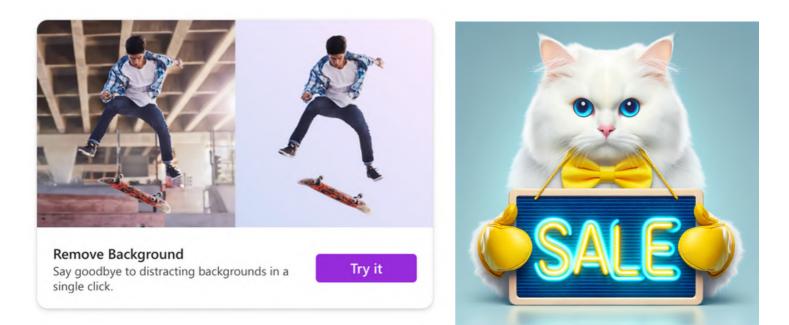
Step 4: Click 'Customize design' to continue editing

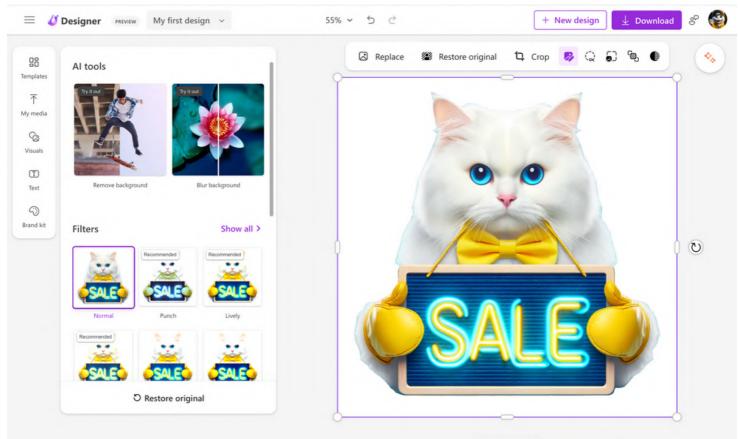


+ Add page

Or make further edits to your DALL-E generated image

Try "Remove background" on Designer





+ Add page

Or create a full storyboard with DALL-E for generative Al videos

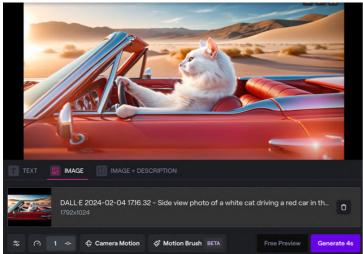
Generate an image with DALL-E

"a white cat driving a red car in the desert"



Upload the image to an image-to-video tool

Runway Gen2



Pika 1.0





PART 9 Scaling with Custom GPTs

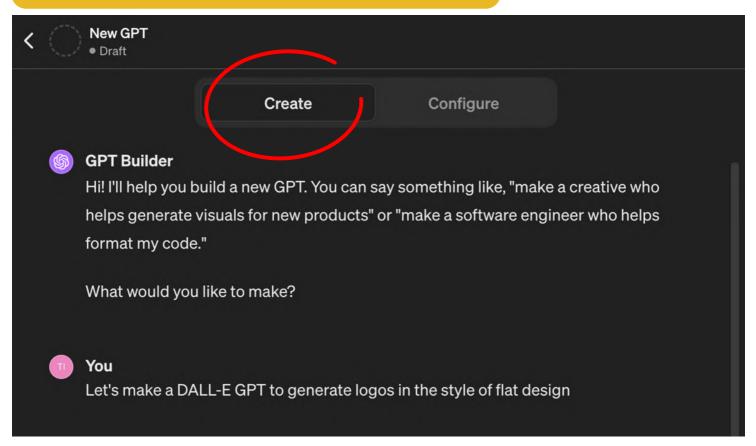
Custom GPTs with DALL-E are powerful tools for storytelling and generating images at scale

I developed a series of Custom GPTs, each designed as a tuned version of DALL-E to fulfill specific roles.



How to build a Custom GPT?

Method 1: Chat with GPT Builder bot



Method 2: Configure the GPT directly with instructions

| K New GPT • Draft | |
|-------------------------|---|
| | Create Configure |
| Name your GPT | |
| Description | |
| Generates flat design s | tyle logos. |
| nstructions | |
| | generate logos in the style of flat design, focusing on simplicity, bold colors, and will guide users through the process of defining their logo requirements, such as |

9.1 Portrait Paws

https://chat.openai.com/g/g-W9TOAB2Xg-portrait-paws



Why should you try it?

Convert a photo of your pet or provide a description to create portraits in popular art styles

Demo: Various styles based on uploaded image



9.2 Manga Meowster

https://chat.openai.com/g/g-D4iz6JTzp-manga-meowster



Why should you try it?

Create your own story and visualize it using consistent character and style.

Demo: Story of a little frog looking for mama



9.3 Trip Meowster

https://chat.openai.com/g/g-5wVHK07cK-trip-meowster



Why should you try it?

Imagine your family trip and receive a tailored itinerary with up-to-date infomation.

Demo: 6-day family trip to Seoul from Singapore









9.4 Meowart History

https://chat.openai.com/g/g-m4ZGswnYG-meowart-history



Why should you try it?

Discover world art history and reimagine artworks with cat master in a meowseum

Demo: Ancient sculptures around the world









9.5 Crayon Explainer

https://chat.openai.com/g/g-Qa1kcQkZg-crayon-explainer



Why should you try it?

Explain and draw everything from rocket science to life science for a 5-year-old

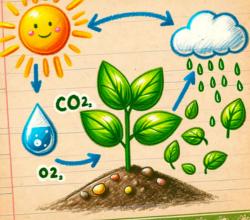
Demo: Life, rocket, REITs, LLM, photosynthesis





LESTT









9.6 Purrfect Pages

https://chat.openai.com/g/g-D7WG0zVdD-purrfect-pages



Why should you try it? Convert any subject into children's coloring pages: just say the subject in the chat.

Demo: Park Güell, Singapore CBD, various animals



Remember to have fun during the trying and building processes!



Resources

Usage

Can I sell images I create with DALL·E?

Commercial use of DALL-E



Written by Raf Updated over a week ago

Subject to the <u>Content Policy</u> and <u>Terms</u>, you own the images you create with DALL-E, including the right to reprint, sell, and merchandise – regardless of whether an image was generated through a free or paid credit.



https://openai.com/pricing

Build DALL-E directly into your apps to generate and edit novel images and art. DALL-E 3 is the highest quality model and DALL-E 2 is optimized for lower cost.

Learn about image generation 7

| Quality | Resolution | Price |
|----------|----------------------------|--|
| Standard | 1024×1024 | \$0.040 / image |
| Standard | 1024×1792, 1792×1024 | \$0.080 / image |
| HD | 1024×1024 | \$0.080 / image |
| HD | 1024×1792, 1792×1024 | \$0.120 / image |
| | 1024×1024 | \$0.020 / image |
| | 512×512 | \$0.018 / image |
| | 256×256 | \$0.016 / image |
| | Standard Standard HD | Standard 1024×1024 Standard 1024×1792, 1792×1024 HD 1024×1024 HD 1024×1024 IO24×1024 1024×1024 512×512 512×512 |

Official guides and usage policies

https://help.openai.com/en/articles/9055440-editing-your-images-with-dall-e https://help.openai.com/en/articles/6516417-dall-e-editor-guide https://help.openai.com/en/collections/3643409-dall-e-content-policy https://help.openai.com/en/articles/6468065-dall-e-content-policy-faq https://openai.com/policies/usage-policies https://www.bing.com/images/create/contentpolicy https://designer.microsoft.com/termsOfUse.pdf

Keen to master DALL-E?

Featured course



The DALL-E Master Course | Learn DALL-E with Ronny & Tianyu

Master DALL-E 3 with ChatGPT, Bing and Copilot + Access all our Prompts and Custom GPTs By Ronny Hermosa and 1 other

Updated April 2024 7 total hours · 68 lectures · All Levels

4.8 ★★★★ (60) Bestseller



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