

Why great prompts matter in 2025

A great prompt needs to be:

- Clear: Remember, it's artificial intelligence, not a mind reader, so make your prompt clear and unambiguous.
- Detailed: Put in as much detail as you can to help the image generator to do its work. An AI assistant can reduce your workload, but it won't remove it completely (at least not yet ...!)
- Creative: Again, you are not handing over every aspect of the task to AI; there is room (and need) for creativity on your part.

It's important to remember that, although the AI assistant has access to mind-boggling quantities of data, it does not know your specific needs or situation.

So you need to tell it what you want in terms of:

- Context: How does this image fit in with everything else you are doing? What's your purpose? What are your values and mission?
- Style: Are you looking for a photorealistic image or a cartoon? The QuillBot AI image generator has a great selection of possible styles to choose from.
- Tone: Is this lighthearted? Is it thought-provoking? Are you looking to be slightly frivolous? The AI can't guess this, so you must tell it.

All of this matters because, although you can frame and reframe your prompts until you get it right, all of that takes time. So, get the prompt right the first time, and get the full benefit of the time saved using an AI assistant.

How to write effective prompts for AI image generators

Here's a handy pre-flight checklist for you to refer to:

AI Image prompts guide

1. Be descriptive: Include subject, setting, and mood.
2. Add style or medium: For example, anime, cinematic, or fantasy world.
3. Use composition cues: Wide shot, portrait, or close-up.
4. Experiment with negative prompts: Tell the AI what *not* to include.
5. Iterate and refine: Start broad, then fine-tune inside QuillBot.

Don't expect to get perfection the first time. Using AI is a skill and, as such, needs practice.