

PRODUCT IMAGES & ADS

03

Prepare references, make useful photos and choose a video format.



FIND WHAT YOU NEED

- 02 Check a term
- 03 Prepare the references
- 06 Plan and review the photos
- 09 Make and review the video
- 14 Practise and review
- 15 Check your finished campaign
- 16 Decide what to fix
- 17 Open useful links

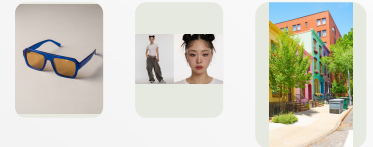
GLOSSARY

Essential terms

A raised number marks each term's first use in the main text.

01 Reference images

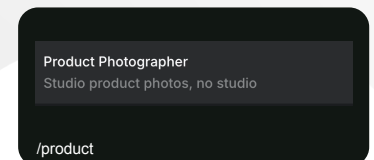
Images attached to guide the product and setting, plus a creator if your idea needs one. A character sheet shows the chosen person's face, full body and outfit.



PRODUCT CREATOR LOCATION

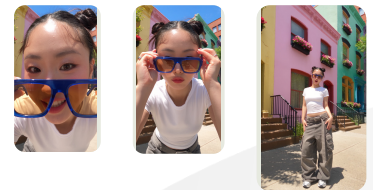
02 Skill

A prepared workflow for a task in SuperComputer. Character Sheet helps with casting; Product Photographer helps plan the product shoot. Describe what you want, then review the proposal.



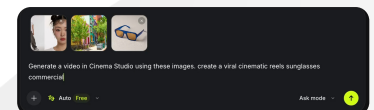
03 UGC

User-generated content. Here, you are making an AI version of a casual creator video: someone shows or uses the product while speaking. The words should match the visible action.



04 Cinema Studio

The video-generation tool used for the lesson's fashion commercial. Attach your reference images in SuperComputer and ask it to generate a video through Cinema Studio.



01 PREPARE THE REFERENCES

Keep the product recognisable

Photograph the whole object in clear light. Keep its edges and important details visible.

**01 ORIGINAL**

The starting photo on the desk.

**02 ACTUAL CLEANUP**

Table texture remains inside the lenses.

**03 PREPARED PRODUCT**

A separate supplied image used for the shoot.

PROMPT

Remove the table and put the glasses on a plain background. Keep the glasses exactly as they are.

Compare the outline, bridge, arms and lens colour with the original. Removing a background is not permission to redesign the product.

ATTACH THE IMAGE YOU INTEND TO USE

In a new SuperComputer chat: plus > Attach file > Assets > Upload media. Select your photo and wait for its thumbnail. When switching to the prepared reference, attach it and say that this is the product for the shoot.

IF CLEANUP CHANGES THE PRODUCT

Keep the original photo as your reference, or retake it against a plain background. For the lesson sunglasses, use the separate prepared PRODUCT from the practice files.

REFERENCE / CREATOR

Choose a face and an outfit

Add a person only if your campaign needs one.



The chosen character sheet: actress 14. Full body on the left, face on the right. Layout: 16:9.

YOUR FIRST TRY: CHANGE 20 TO 3

PROMPT

Make 20 different Asian women in their 20s with a stylish Y2K look: black hair in two buns, a fitted white tee, grey cargo pants and sneakers.

Type a slash, search for "character" and choose Character Sheet. The lesson uses Soul 2.0. A skill² supplies a process for a job; you describe the look and review the proposal before approving.

START WITH FEWER OPTIONS

Choose a face and outfit that suit your product. Keep the sheet at 16:9; ask for vertical campaign images later. For a product-only idea, skip this step.

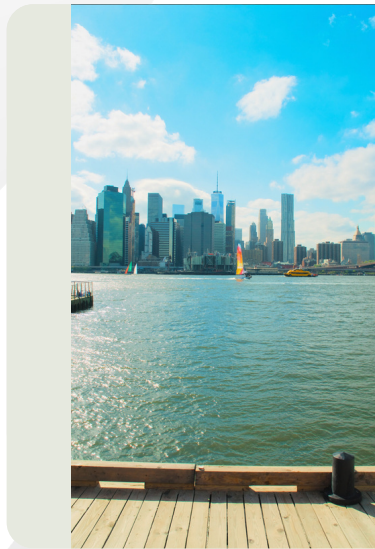
REFERENCE / LOCATION

Find a place for the product

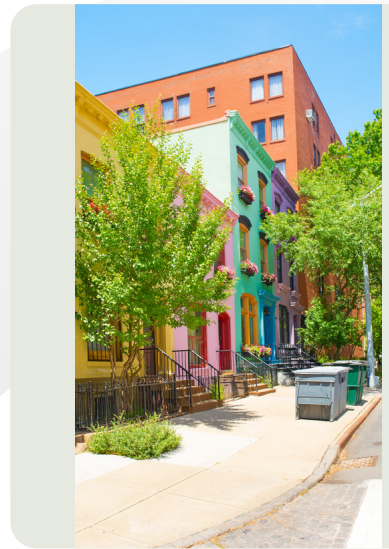
Choose a background that helps the product stand out.



HARLEM



BROOKLYN BRIDGE PARK



WEST VILLAGE

1 Three selected references. The West Village pink facade is used for the creator video.

YOUR FIRST TRY: ASK FOR ONE LOCATION

PROMPT

I need 10 Instagram/Pinterest street locations in NY that I can use for UGC³ content. 9:16.

PROMPT

Add some color and bright details to the background. I want a location that really pops, you know? Give me 10 options, 9:16.

Adil then asks, "Make 10 more." He compares three batches before choosing. For your campaign, start with one location you would want to photograph your product in.

Download the chosen image, attach it in the campaign chat and name its role. A saved link alone does not attach the image.

02

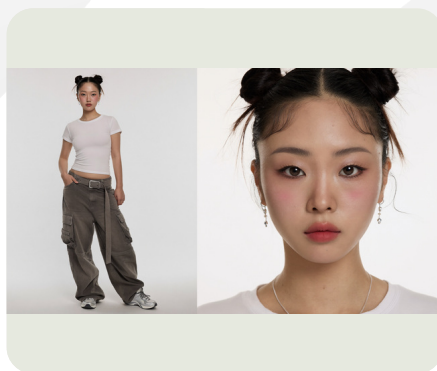
PLAN AND REVIEW THE PHOTOS

Give the photoshoot a clear job

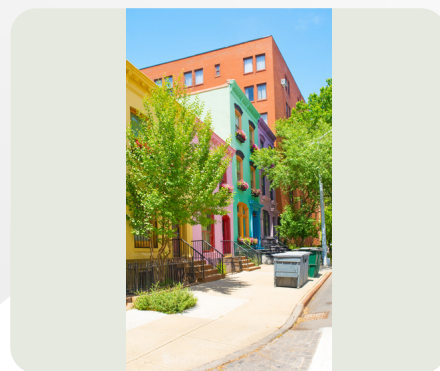
Use Product Photographer to develop the lighting and compositions.

**PRODUCT**

The exact object.

**CREATOR**

The person and outfit.

**LOCATION**

The setting for the shoot.

The demo attaches the prepared product, actress 14 and all three selected streets. In the same chat, search for "product" and choose Product Photographer.

PROMPT

Make a cool photoshoot for these sunglasses with our girl in the three New York locations we picked. Six photos: three with her and three of just the glasses. Make them vertical, 9:16.

SHOT MIX

Three with the creator and three of the product alone.

REFERENCES

The chosen product, creator and locations are identified.

SETTINGS

Six images, each 9:16. Check the displayed model, quality and total before approving.

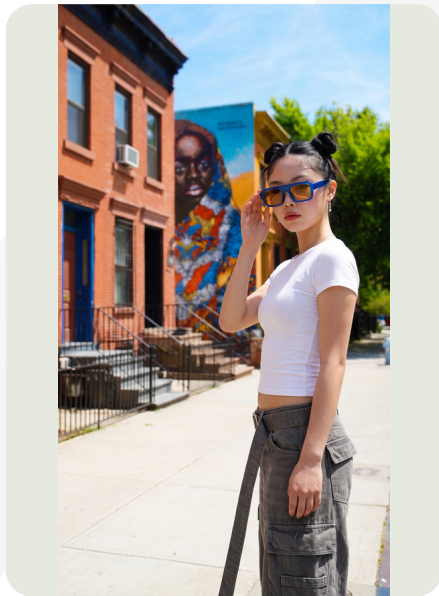
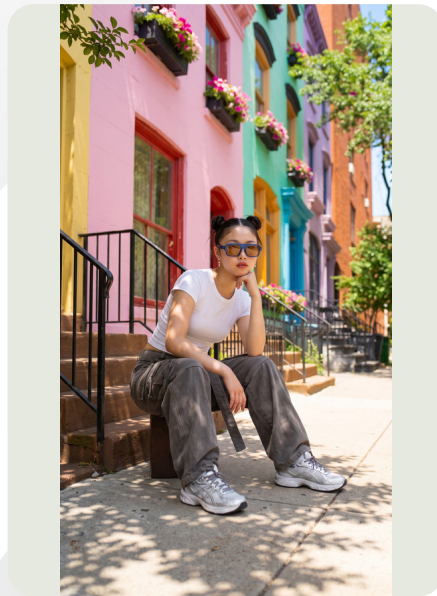
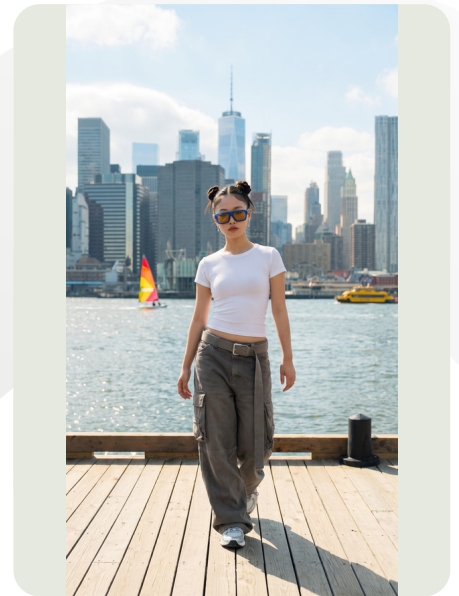
FOR YOUR SMALLER SHOOT

Use one location and three useful views: a close-up, the whole product, and the product being used. Without a creator, replace that last view with another product detail.

PHOTOS / RESULT

Review the shoot as a set

Look for useful variation while checking that it is still the same product.



PHOTOS / RESULT

Review the shoot as a set / continued

01 Harlem portrait



02 Creator on location



03 Pier full body



04 Product on the pier

05 West Village close-up

06 Product in Harlem

Compare the frame, bridge, arms and lenses with the product reference. Save photos that show different useful views and still fit one campaign.

PAUSE HERE / SAVE THREE USEFUL PHOTOS

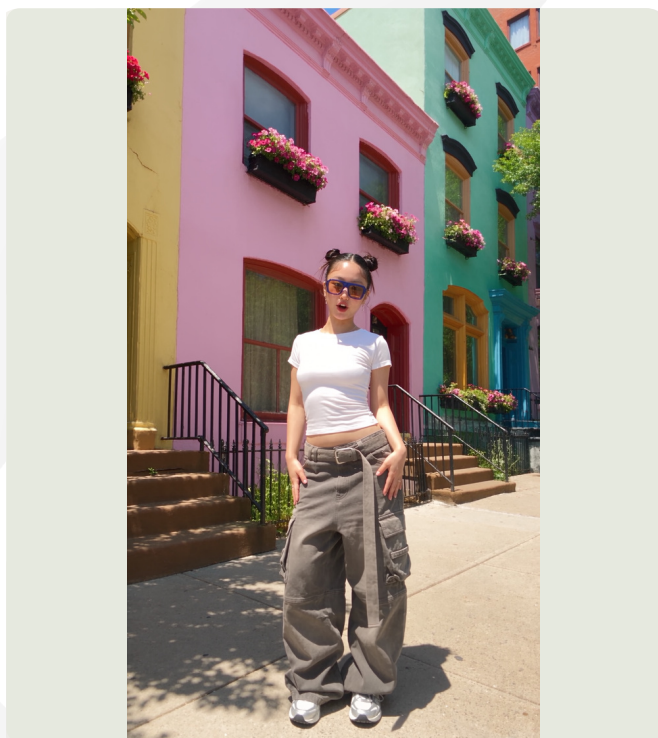
Save three useful photos of your own before continuing to video.

03

MAKE AND REVIEW THE VIDEO

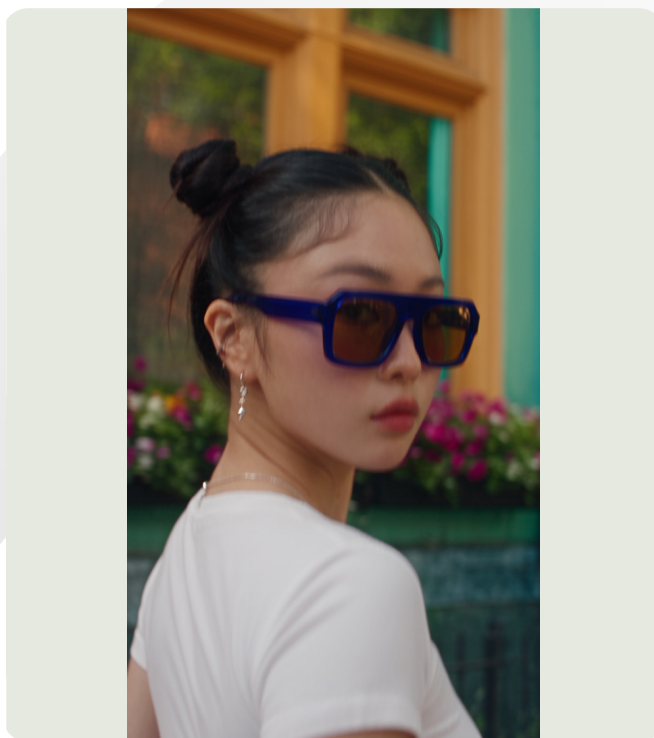
Choose how the product speaks

The lesson demonstrates both routes. Your practice needs only one.

**CREATOR AD**

30 seconds / 9:16

Speech and actions introduce the glasses. In this example, a friend films an outfit reveal in front of the pink house.

**FASHION COMMERCIAL**

12 seconds / 9:16

Movement, expressions and close-ups carry the idea. The glasses get attention through the framing and performance.

SAME THREE REFERENCE ROLES

Use the character sheet, selected product photo and location image separately. The campaign photos are useful outputs; they do not have to become one combined starting image for the video.

For a product-only ad, use the product and location without a creator. Describe one simple action or camera move that shows the object clearly.

VIDEO / CREATOR AD

Give speech a visible action

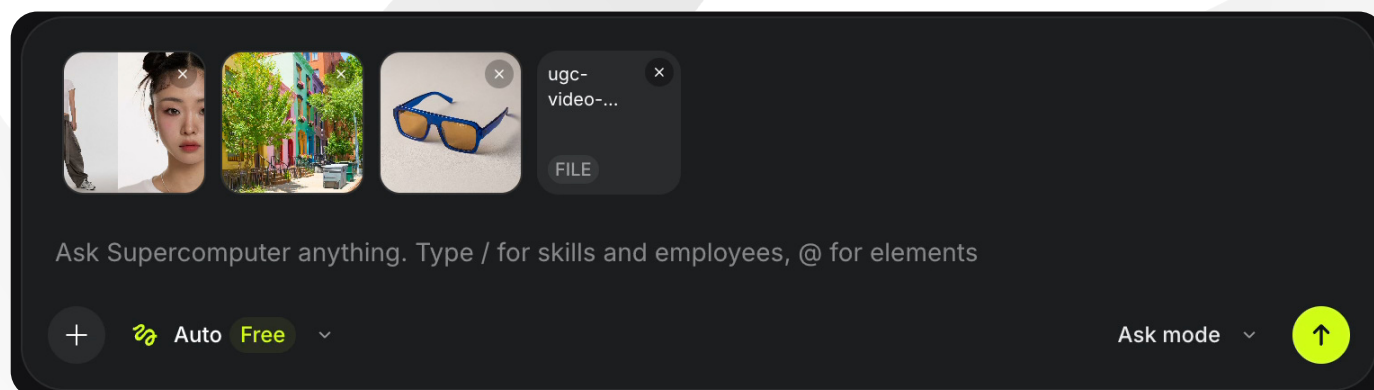
UGC means user-generated content. Here, you are making an AI version of a casual creator video.

Attach ugc-video-creator.md in the same chat using plus > Attach file > Upload media. Attach the character sheet, prepared product and West Village image separately. Wait for the file and image attachments to load.

PROMPT

Use the attached UGC skill. Make a fun 30-second vertical video of our girl in front of the pink house. Her friend is filming. She shows the glasses up close, puts them on, then shows her outfit and silver sneakers. Have her say these exact lines, in order: Okay wait — are you SEEING these? proper FIT check. and THAT is how you finish an outfit. tee, cargos, silver kicks — DONE. this blue on the pink? COME ON. bye.

For your own product, replace the scene, action and dialogue. Give the creator something simple to do: show it, try it or use it. Write speech that fits that action.



Three image references and the UGC instruction file attached in the chat.

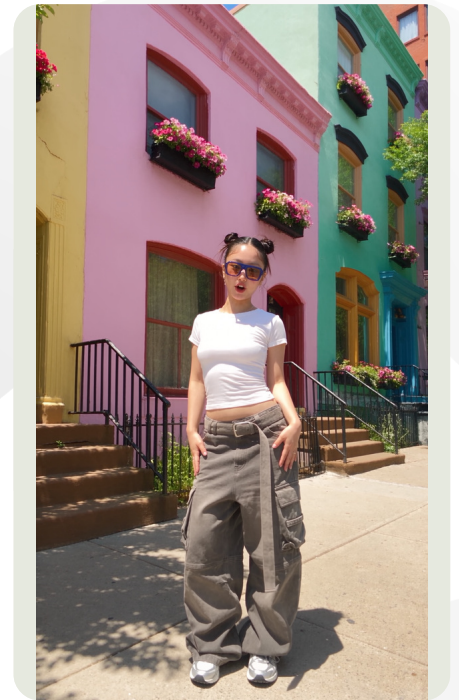
READ BEFORE APPROVING

Check the speech and its order, the three references, 30 seconds, 9:16, your intended quality and the displayed total. The instruction file guides the job; the result still needs a review.

VIDEO / CREATOR REVIEW

Watch the action and listen

Watch the full 30-second example with sound before judging individual moments.

**SHOW THE PRODUCT****PUT IT ON****SHOW THE OUTFIT**

Frames from the lesson video. Still frames cannot confirm timing, motion or complete speech.

- PRODUCT** Compare the shape, blue frame and amber lenses with the reference, including when the hands touch them.
- ACTION** Does she show the glasses, put them on and reveal the outfit in a readable sequence?
- SPEECH** Listen to all six lines. Check that the words fit the visible action and the ending is complete.

KEEP IT IF IT WORKS

If a moment distracts from the product, name that moment and one change. Recheck the person, outfit and setting too: a new generation can change details you wanted to keep.

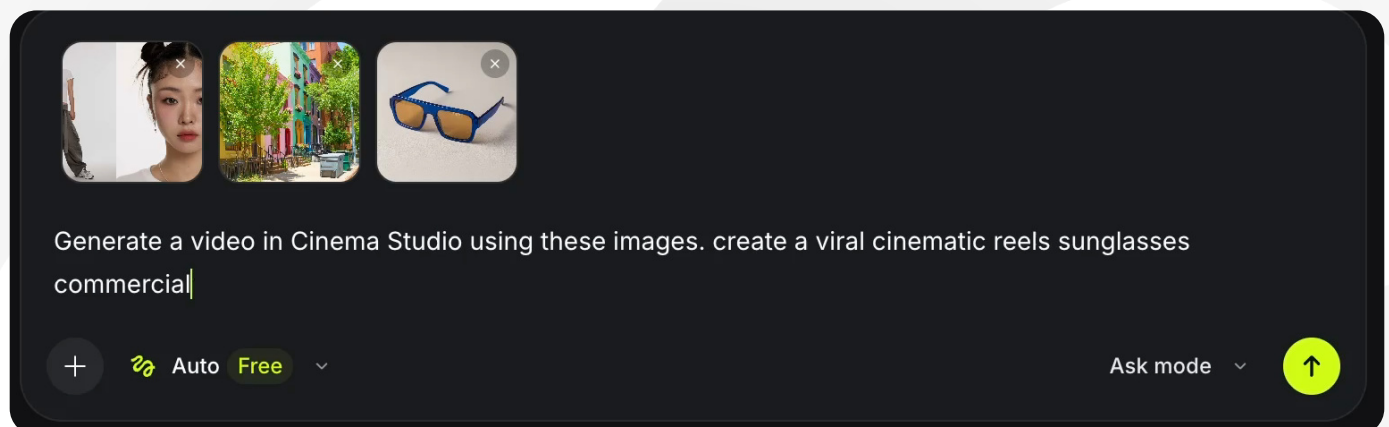
VIDEO / COMMERCIAL

Set up the Cinema Studio version

4

The same creator, glasses and location support a different kind of ad.

Stay in the same SuperComputer chat. Attach the character sheet, location and product image, then ask SuperComputer to generate a video through Cinema Studio.

THREE IMAGES + ONE REQUEST

Three reference images attached with the Cinema Studio request in SuperComputer.

PROMPT

Generate a video in Cinema Studio using these images. create a viral cinematic reels sunglasses commercial

For your own ad, replace the sunglasses idea with your product and describe the mood, action or camera movement you want.

CHECK THE PROPOSAL BEFORE APPROVING

Confirm the intended references, duration, vertical 9:16, quality and displayed total. The lesson example is 12 seconds; check the settings because this short request does not specify a duration.

Watch the whole result, then choose whether to keep it or request one useful change.

VIDEO / ITERATION

Compare, then choose a version

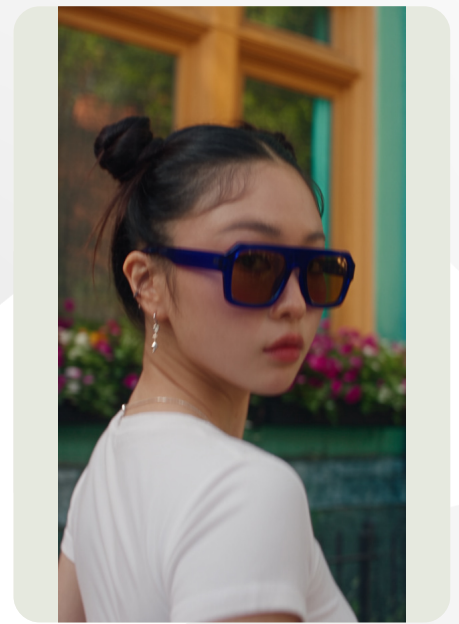
The demonstration generates three commercials. You can stop as soon as your result works.



01 FIRST TAKE



02 MORE DYNAMIC



03 CHOSEN TAKE

Example frames from the three 12-second videos. Watch each full take to compare motion and timing.

PROMPT

make it more dynamic, add couple more interesting camera angles

PROMPT

Generate it again.

The first note changes the direction; the second asks for another version. Neither guarantees a better result. Compare the glasses, movement, framing and complete ending before choosing.

For a targeted fix, name the problem and what should stay. Read the revised prompt, then request a new take and recheck the references, settings and quote before approving.

04

PRACTISE AND REVIEW

Make your own small campaign

One object, one location, three photos and one finished vertical ad.

PRODUCT**AUDIENCE****LOOK + LOCATION**

Fill in the plan above, then replace [audience] and [look] in the request. Use a creator only if the idea needs one; attach your references, name their roles and keep the campaign in the same chat.

PROMPT

Use my attached product and selected location. Make three vertical 9:16 campaign photos for [audience] in this style: [look]. Show one close-up, one whole-product view and one showing it being used. If a creator sheet is attached, use that person and outfit in the usage shot. Keep the product's shape, colour and important details the same. Show me the shots and settings before generating.

For a product-only set, replace "being used" with another product detail and add "No people." Review the proposed shots, references, format, count and cost; then approve and check the results.

CHOOSE ONE VIDEO ROUTE

Carry the same audience and look into one video. Creator ad: attach the UGC file and write a natural action with matching speech. Commercial: attach your images and ask SuperComputer to generate through Cinema Studio. Check the proposal and generate one vertical video.

SAVE AND VERIFY

Review the whole result. Keep it or request one specific change if needed. Download the chosen video, open the saved file with sound and watch through the ending. Save your three chosen photos too.

FINAL CHECKLIST

Check your finished campaign

Review your photos and video against each point before saving the final set.

The product is recognisable

Its shape, colour and important details match the selected product reference in your photos and video.

The three photos offer useful views

The set shows the product clearly from different views, with a consistent look and your chosen location.

The creator and setting stay consistent

When using a creator, the person and outfit match the chosen sheet. The setting matches the selected location.

The action, camera and ending are clear

The product action is easy to follow and the camera keeps it visible. The final action or spoken line finishes before the cut.

Sound supports the action

Speech is clear and matches the visible action. In a commercial, the sound supports the movement.

The creative choice fits the audience

The look and format suit your intended viewer and make the product's appeal clear. The product remains the focus.

SAVE YOUR CAMPAIGN

A working draft is enough. If a moment distracts from the product, keep this version and choose one specific fix. Save the original product photo, three selected photos and your chosen video together.

If something needs a fix >

REVIEW / NEXT STEPS

If something needs a fix

Use the issue you noticed to choose the next action.

01 The product changed during cleanup or generation.

Compare the outline, colour and important details with the original. Reuse the original or retake it if cleanup changes the object. For a later generation, attach the intended product reference and name the detail to preserve.

[Review the product comparison >](#)

02 The person, outfit or location drifted.

Check that the intended images are attached and identify each role: creator, product and location. Name what must stay consistent. For a product-only ad, omit the creator.

[Review the two video routes >](#)

03 A moment in the video does not work.

Name the moment and request one specific change. Read the revised prompt, then recheck references, duration, format and quote before approving. Watch the whole new version to confirm that the parts you liked still work.

[Review the iteration steps >](#)

PRACTICE FILES

The accompanying Lesson 3 - Practice Files.zip contains the original and prepared product, actress 14, the three locations and ugc-video-creator.md. Unzip it and attach the files you choose in your chat.

Next lesson: compare image-generation models, explore their strengths and weaknesses, and create cinematic-looking images.

[Open SuperComputer >](#)

USEFUL LINKS

Further reading & practice

Selected resources for this lesson. Click a title to open it.

01 A Three-Step Workflow for Realistic AI Ads

HIGGSFIELD / VIDEO TUTORIAL

Watch a practical workflow for creating realistic advertising visuals.

02 Marketing Studio: Ready-Made Ad Presets

HIGGSFIELD / CREATIVE TOOL

Browse ready-made presets for product shots, UGC, motion, ads, posters and marketplace images. Choose a format, add your product assets and generate content around them. Use the gallery to find a starting visual direction for your campaign.

03 A Cinematic Car Commercial: Full Breakdown

HIGGSFIELD / WORKED EXAMPLE

Study a complete commercial workflow with prompts you can adapt to your own product and campaign.

04 Nano Banana: Product Images, Editing & Text

GOOGLE CLOUD / PROMPTING GUIDE

Learn how to describe product shots, use reference images, preserve details during edits and specify readable text.