



Level Up Your Day with  
Adobe Creative Cloud

# Image Prompting Like a Pro



## Let’s recap our conversation

When generative AI image quality feels inconsistent, it’s often due to unclear or unstructured prompting. A simple, repeatable framework can help you understand how phrasing, formatting, and word choice affect results, making it easier to reduce guesswork and improve quality, speed, and consistency.

Together, Adobe Firefly, Adobe Express, and Adobe Creative Cloud can help you:



**Structure prompts with intention.**  
Use phrasing, modifiers, and formatting to guide strong image generation.



**Refine outputs with clarity and control.**  
Improve image results through structured iteration and prompt refinement.



**Create at scale with confidence.**  
Enable consistent, on-brand visual outputs for your teams’ projects.

## Products showcased in this event



**Adobe Firefly**  
  
Generate images and video instantly with AI-powered creativity.



**Adobe Express**  
  
Create engaging graphics, videos, and more with no design background necessary.



**Adobe Creative Cloud**  
  
Work seamlessly across apps to create, collaborate, and explore.

## Your questions answered

*What makes a prompt most effective for image generation?*

Use short, structured phrasing with three vivid keywords to get an image prompt you need.

*Does the order of words really matter when you create an image prompt?*

Yes. Putting key elements first helps guide the model and shape better results.

*Can prompt strategy help eliminate the “AI look”?*

Yes. Strategic wording, reference to real-world examples, and tonal modifiers can help reduce artificial-looking results.

### Other resources for inspiration

- Guide: [Mastering text-to-image prompts](#)
- Microsite: [Adobe Firefly MAX London update](#)
- Help Article: [Writing effective text prompts](#)

### Ready to learn more?

Explore our upcoming events and secure your spot today.  
We can’t wait to see you there.

Explore future events

