BLADE — 8 Scene Prompts + Shot Checklist

The exact prompts behind every photograph in this carousel, pulled from the archived generation records. Each one is listed against the plate it produced and that plate's SHA-256, so you can tell which prompt made which frame.

These are historical records, not defect-free recipes. Adapt the product, scene, palette and reserved copy field; keep the identity and physics constraints.

The four directions

1. Tension — freeze the moment before contact.
2. Texture — get close enough to feel the felt and the lacquer.
3. Context — put the product inside the ritual it belongs to.
4. Signature — repeat one colour until it reads as yours.

01. Slide 01 — the cover portrait

- Plate: `01-hero.png` · SHA-256 `c24880a0413c2308a3a6cd20aa3b464ba4ab615793c15a7696dc73e0471f492c`
- Record: `brands/performance-creative-lab/sources/carousel-013-2026-09-12/generation-prompts.json#01-hero`
- Referenced images: `blade98-v10-green-0.png`, `blade98-v10-green-1.png`, `blade98-v10-green-5.png`

Exact executed prompt:

```
Use case: photorealistic-natural. Create ONE ultra-detailed 4:5 portrait editorial SPORTS PHOTOGRAPH, no carousel text. This is an unofficial creative study featuring the exact Wilson Blade 98 16x19 V10 racket in the attached official references. Images 1 and 2 control full racket shape and current Championship Green metallic emerald/teal lacquer, mint Wilson wordmark and infrared coral accent; image 3 controls throat detail and green grip. Preserve thin oval rim, open triangular throat, white orderly 16x19 strings with infrared W stencil, green wrapped handle; no invented frame geometry or branding. Re-derive highlights for this actual scene.
SCENE: incredibly intimate courtside portrait after a hard rally on real burnt-orange red clay. An athletic adult woman with brown eyes, sun-kissed freckles, dark wet flyaway hair pulled back, subtle sweat beads and pores, wearing a deep forest-green ribbed sleeveless tennis polo. She looks just off camera with a tiny satisfied, breathless smile. Frame from upper chest to crown; her face lives in upper left, fully unobscured. She holds the racket upright beside her right shoulder; large racket head fills upper-right quadrant and extends partially out of right edge, green throat and grip descend along far right edge, plausible hand around grip near bottom-right. The sharp white strings and coral stencil are visibly separated from her face. The background is only a shallow soft real terracotta court surface, no sky, no scenery. Strong warm afternoon sunlight from upper left, cool natural fill, realistic shadow and skin. Photograph on 85mm lens f/5.6, genuine high-end sports magazine campaign, absolutely no beauty-filter plasticity.
COMPOSITION FOR LATER TYPE: eyes and beautiful green rim occupy top 56%; deep green shirt gives naturally quiet dark field across bottom 40%, particularly lower-left and center. Leave these fabric areas uninterrupted for a very large 3-line headline. No artificial vignette band or empty pasted panel. Make the frame vividly bright and tactile, not gloomy. Human-scale physically plausible racket. No additional words, banners, graphics, watermark, fake stadium, CGI skin, fake clouds, floating objects, or surreal optics.
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02. Slide 02 left — the catalogue baseline

- Plate: `02-before.png` · SHA-256 `f6a2dec0c0240083e2595de951bcb8a7a8eb63a433c2be4bb23198238647225a`
- Record: `brands/performance-creative-lab/sources/carousel-013-2026-09-12/generation-prompts.json#02-before`
- Referenced images: `blade98-v10-green-0.png`, `blade98-v10-green-1.png`, `blade98-v10-green-5.png`

Exact executed prompt:

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Use case: product-mockup. One 4:5 vertical perfectly physically believable plain online-store product photograph of EXACT Wilson Blade 98 16x19 V10 Championship Green tennis racket in attached official
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references. Match thin metallic emerald teal oval frame, mint Wilson throat and spaced BLADE letters, coral infrared hotspot stripe, gray bumper/grommets, green wrapped grip, white orderly 16x19 stringbed coral W stencil. One full racket upright, slight diagonal from head uppercenter to grip lowercenter, occupying 80% height with generous margins, shot on warm light gray seamless paper. Flat ordinary softbox lighting, small realistic soft contact shadow, real lacquer and real woven strings, accurately proportioned and tactfully presented. This is the plain baseline for an illustrative plain vs editorial art-direction comparison: boring neutral backdrop, ordinary catalog framing, no rich scene/story/props, no dramatic hardlight. DO NOT deliberately degrade physical quality: not plastic, not broken, not absurd, not ugly CGI, no deformation. Product must look like actual photography, simply not art-directed into an interesting scene. No overlay text or labels, no graphics, no additional props. Use all attached references as exact identity authority. No invented logos.
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03. Slides 02 right & 04 — tension

- Plate: `04-tension.png` · SHA-256 `6ef30017aa805d6e7832eb2ee9207477847e831a2c7d6234d29be1a3ae5b4faa`
- Record: `brands/performance-creative-lab/sources/carousel-013-2026-09-12/generation-prompts.json#04-tension`
- Referenced images: `blade98-v10-green-0.png`, `blade98-v10-green-1.png`, `blade98-v10-green-5.png`

Exact executed prompt:

```
Use case: photorealistic-natural. ONE extraordinarily detailed 4:5 vertical luxury sports editorial photograph, no overlay text. The attached official photographs control EXACT Wilson Blade 98 16x19 V10 Championship Green racket identity: thin metallic emerald-teal oval hoop, gray bumper, mint Wilson on throat, coral infrared accent on lower hoop, green grip, clean 16 mains x19 cross white strings with coral W stencil. Preserve geometry and markings; no fabricated features. Re-derive reflections for this scene.
PHOTOGRAPH: a near-overhead 50mm close editorial still life on an intensely burnt-orange red-clay tennis court. Full racket lies diagonally from handle at lower right to head upper center-left, occupying upper 72% of image, precise physically realistic racket silhouette and shallow real shadow. Beside the left edge of the hoop, one optic-yellow tennis ball has just bounced on the clay, captured only 3 centimeters above the ground; a tiny low asymmetric puff of real orange clay dust at impact below it, tiny granules, natural fuzz and single curved white seam. Bright angled afternoon sun, sharp racket string shadow cast to lower-right on court, no contradictory shadows. The ball is regulation scale relative to the hoop, not giant. Quiet lower-left 25% is genuine clay in a dark diagonal court-fence shadow with fine grains visible: this is the future large cream type field. Top area vivid, saturated green lacquer and lime ball against red clay; tactile microscopic dust flecks at the rim and scuffed clay surface. Eye-level abstraction forbidden; keep the camera overhead enough to read the whole racket shape and long handle. Shot on medium format at f/8 1/2000, real practical sports still-life set. No CGI gloss, no giant dust explosion, no airborne racket, no fake background, no text added outside exact physical racket markings, no water, no surrealism.
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04. Slide 05 — texture

- Plate: `05-texture.png` · SHA-256 `d30b1cb293980aa3b5fff7b1e403090c34a7c4ad1a026d334f92fba651831a4a`
- Record: `brands/performance-creative-lab/sources/carousel-013-2026-09-12/generation-prompts.json#05-texture`
- Referenced images: `blade98-v10-green-0.png`, `blade98-v10-green-4.png`, `blade98-v10-green-5.png`

Exact executed prompt:

```
Use case: photorealistic-natural. Create ONE 4:5 vertical macro sports-campaign PHOTOGRAPH of the exact Wilson Blade 98 16x19 V10 Championship Green from attached official product photos. Image1 establishes identity, image2 the real shallow hoop depth/string junctions and coral hot spot, image3 throat typography. Preserve exact metallic teal-green lacquer, mint markings, coral infrared stripe, thin graphite frame, gray grommets. Photographic re-lighting, not the reference studio reflections.
SCENE: the racket rests obliquely on textured burnt-orange clay in hard clean sunlight. EXTREME CLOSE macro from slightly above hoop level: the near emerald rim arcs from middle-left to lower-right, framing crisp white strings in upper half. A single optic-yellow tennis ball rests on the far upper-right portion of the stringbed, with anatomically correct fuzzy felt fibers and off-white curved seam; it is regulation size relative to racket, appears large because macro crop. Focus is on the near rim's individual grommet eyelets and tiny clay grains caught against the lacquer. The ball's near fuzzy edge and woven crossing string are tack sharp, background clay smoothly loses focus naturally. Keep white strings orderly consistent attached grid, no melted/string tangles, realistic slight contact sag under ball weight. A tiny shallow scuff on charcoal bumper; no product damage.
COMPOSITION: fill upper 68% with sensual gigantic crop of green rim, luminous lime felt and clean strings,
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cut part of hoop outside frame intentionally. Bottom-left 30% is deep, uncluttered dark reddish clay shadow under the near frame, natural and textured for large future cream lettering; no band or graphic panel. Mouthwatering-like tactility applied to real sporting goods: hard lacquer, soft fuzzy felt, dusty terracotta, crisp braided string. 100mm macro, f/11 focus stack on actual object only, genuine studio-quality outdoor tabletop photo. Bright vivid but photographic. No person, no overlay text, no water droplets, no sparkles, no neon CGI, no supersized ball, no impossible physics, no artificial scenery.
```

05. Slide 06 — context

- Plate: `06-context.png` · SHA-256 `0734599f6ee98f4a00a832935b8ee77fd8ed81d8773166ce29ab14ccc68f03e9`
- Record: `brands/performance-creative-lab/sources/carousel-027-2026-09-12/generation-prompt.txt`

Exact executed prompt:

```
Create one extremely photorealistic, bright high-end editorial tennis photograph, portrait 4:5. This is a new composition for slide 6 of an educational carousel. Reference image is the authority for the exact green Wilson Blade 98 V10 tennis racket: preserve head geometry, white string grid, red W string mark, green frame, coral accent, Wilson labeling and dark grip.

CREATIVE CHANGE: a true directly-overhead still-life looking vertically down onto an OPEN COGNAC LEATHER TENNIS WEEKENDER on warm terracotta clay. The racket is LYING nearly horizontally across the bag opening: hoop centered around x30%, y67%, shaft running to the right and slightly down, grip near x88%,y82%. Nothing standing upright, nothing leaning on a wall or chair, no vertical racket-on-right composition, no bench or wooden boards. Cropped rich cognac bag centered in lower 60% with beautiful substantial real pebbled leather, worn handles falling naturally, curved zipper, cream canvas lining, ivory terry towel inside and two partially tucked yellow tennis balls. Racket lies physically supported by the two sides of bag opening, correct soft contact shadows. Real use, tiny clay dust scuffs. Luxurious but believable. No extra rackets, no warped bag handles, no extra zippers.

PLAN PHOTOGRAPH FOR CENTERED EDITORIAL TYPE: Behind the bag there is a real large DARK EMERALD COTTON COURT TOWEL spread flat on the clay. It extends through upper 45% of frame and underneath the bag. Its small irregular edges reveal narrow warm clay margins at left/right. Top-middle x12%–88%,y8%–35% is one calm dark emerald cloth field, subtly tactile, nearly flat, no busy folds or bright patches, no equipment there. This supports a centered, wide two-line headline 'Sell the / next match.' plus a tiny supporting line, but YOU MUST NOT RENDER THAT TEXT. No fake panels or graphic bands; it is visibly continuous real textile extending behind the bag, with naturally rumpled edges low down. The bag dominates lower half; hoop does not enter upper headline field. All scene objects planned around a centered composition, absolutely NOT product right + text left.

Warm hard Mediterranean morning sunlight from upper left with physically accurate consistent gentle directional contact shadows, tactile raised leather pores, fuzzy worn tennis ball fibers, individual terry loops, slightly scuffed green paint, fine gritty burnt-orange clay. A polished real luxury sports equipment editorial shot photographed on a medium-format camera, true optical fine texture without oversharpening, close enough to touch, all important product details sharply resolved. No sky, no landscapes, no artificial bokeh, no plastic leather, no CG surface sheen, no floating objects, no flare, no imaginary reflections. Emerald, clay orange, cognac brown, cream, small yellow accents. Whole-frame reality, physically consistent material/light/camera. Racket must be unmistakable matching supplied product reference. Do not render any headline, caption, badge, border, watermark or layout graphics. Output one full-frame original photo.
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06. Slide 07 — signature

- Plate: `07-signature.png` · SHA-256 `1b8755dc2c6387ab99d46472365ba7982d767cc7b9378c947e951ed71c1e4c0b`
- Record: `brands/performance-creative-lab/sources/carousel-019-2026-09-12/generation-prompts.json`
- Referenced images: `07-signature.png`

Exact executed prompt:

```
Edit the attached product photograph for a premium editorial tennis art-direction carousel. Preserve the exact emerald Wilson racket identity, frame silhouette, white strings, red W, dark charcoal grip, brand markings, relative upper-right head / lower-right handle pose, realistic wear and material quality. Change the SET ARRANGEMENT to create true photographed negative space: the left 52% of the entire portrait must be uninterrupted matte deep forest-green tennis court surface, subtly fine-grained, evenly in open shade, no lines, no balls, no cast shadow edges, no large texture variations there. Its camera exposure should read consistently deep saturated green, not black. Arrange a luxurious dense but physically plausible cluster of vivid optic-yellow tennis balls on the RIGHT side and along the lower-right edge only, under and beside the
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racket; the frame's left edge stays at about 56% of image width. Bright hard sunshine rakes the balls and
glossy green racket on the right with believable single-source contact shadows. The court remains visibly
continuous beneath everything with no panel, no hard graphic split, no artificial gradient, no composited
box. Overhead close editorial sports campaign photography, exquisitely real felt fuzz, credible ball size,
tactile court grain, bright vivid tennis green/yellow palette, strong negative space versus intensely
detailed objects. 4:5 portrait. No carousel text, no added typography, no captions, no borders or graphics.
Do not put any object in the left text field. This is one complete photograph, not a layout.
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07. Slide 08 tile 04 — signature, full bed

- Plate: `08-signature.png` · SHA-256 `0ad76cdff9379d051ee33ce350785114ce9a746ce4e37a54a1bfb3ba61f4f294`
- Record: `brands/performance-creative-lab/sources/carousel-013-2026-09-12/generation-prompts.json#07-signature`
- Referenced images: `blade98-v10-green-0.png`, `blade98-v10-green-1.png`, `blade98-v10-green-5.png`

Exact executed prompt:

```
Use case: photorealistic-natural. ONE vivid 4:5 vertical editorial campaign still-life photograph featuring
EXACT Wilson Blade98 16x19 V10 Championship Green tennis racket in the attached official identity images.
Match real metallic emerald/teal lacquer, slim elongated oval hoop, mint Wilson throat, spaced BLADE
letters, coral hotspot stripe, gray grommets/bumper, matching green grip, white orderly 16x19 strings with
coral W stencil. Product geometry, proportions and exact markings must survive. PRACTICAL SCENE: a real
shallow tray filled edge-to-edge with dozens of actual optic yellow tennis balls, irregularly nestled in ONE
natural close-packed layer, varied white seam orientations, individual soft felt fibers, occasional faint
clay freckles, no printed ball branding. One actual racket rests on these balls, face-up, with head in
upper-right and grip running diagonally down toward lower-center. Whole racket visible with margin, court-
racket 68cm compared with 6.7cm balls, so racket spans about ten ball diameters and hoop about four,
physically supported by balls. Ball field extends entirely beyond image edges, no tray border visible.
Camera directly overhead with 70mm lens, hard sun from upper-left, beautiful real green specular ribbon down
frame and contact shadows between balls, nothing floating, natural lively light. Graphic punch of bright
lime felt against jewelry-like emerald metal and coral accent; actually photographed sporting objects, not a
3D render. COMPOSITION: place head centered x74% y30%, gripcenter x58% y84%; leave leftmost 43% mostly
continuous softly lit lime ball field for later huge darkgreen editorial typography. The little white seams
add rhythm but not visual clutter. Racket branding sharp, no deformation. Generous vivid close crop,
precision material detail. No added text, no watermark, no rectangular graphic panels, no CGI, no plastic
balls, no giant balls, no wetness, no perfume. Re-derive all shadows/reflections from this simple physical
set, not pasted studio source lighting.
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08. Slide 09 — the closing frame

- Plate: `09-closing.png` · SHA-256 `bb0e5c9c26c1d4cb3ecbdb909788dfcad8dbe87312d45b0da20602fe71d1ddf1`
- Record: `brands/performance-creative-lab/sources/carousel-021-2026-09-12/closing-generation-prompt.txt`

Exact executed prompt:

```
Create ONE new portrait 4:5 text-free editorial product photograph for the closing slide of a premium tennis
creative-direction carousel. Use the two attached official Wilson Blade 98 V10 green racket images as
PRODUCT IDENTITY REFERENCES ONLY. Exact recognizable emerald/teal frame, oval head, white regular string
grid with red Wilson W stencil, mint Wilson lettering on throat, tiny coral accent, dark green wrapped grip.
Do not reproduce their catalog backgrounds. This is a genuinely new scene and camera setup, not a re-crop.

SCENE / COMPOSITION: Intimate extremely photoreal courtside still life, shot from a low three-quarter eye-
level perspective, not overhead. On the right half, one real full-size Wilson Blade racket leans at a
plausible slight diagonal against a weathered deep emerald green painted metal courtside chair, its grip
grounded on the court in the lower right, head near upper right. A casually folded warm cream terry towel
rests over the chair seat and exactly one fuzzy yellow-green tennis ball rests on the towel. Chair cropped
at the right frame edge; no bag, no pile of tennis balls, no person. Racket product occupies right 45% and
remains clearly separated from supporting chair, with realistic contact and cast shadows. Close premium
editorial crop, tactile woven towel, tiny chips in chair paint, irregular ball fibers, honest product
proportions.

NATURAL TYPE FIELD: The left 50% of the photograph is naturally deep forest-green painted court surface and
distant dark green court windscreen, softly optically out of focus. It must remain quiet and uniformly dark
enough for later cream and lime typography from x=6% to49%, y=10% to78%. This is a continuous real
photographic environment, NOT a flat graphic block, panel, gradient overlay, artificial vignette, or dead
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black void. Do not place chair bars, towel, ball, racket or hard high-contrast highlights through that left
text field. No visible horizon or sky.

LIGHT / STYLE: Crisp bright late-afternoon sunlight strikes the racket, cream towel and ball on the right
from upper left, with rich bright emerald highlights and naturally shaded green negative space left. Luxury
sports magazine photography with believable exposure, real camera depth, subtle grain, immaculate material
realism and coherent reflections. Every highlight reflects this courtside setting. No CGI look, no plastic
fuzz, no impossible shine, no surreal scenery. Keep frame and strings structurally coherent. No added text,
headline, watermark, border, graphics, labels or carousel elements. Retain only authentic product markings.
Generate photograph only; typography will be built separately in Remotion.
```

Shot checklist

- Geometry: compare hoop shape, beam profile, throat, handle, grip, string bed, and camera perspective against authorized references.
- One product identity: keep color, finish, string pattern, grip, and every legitimate marking consistent; reject invented labels, logos, or model variants.
- Materials and light: inspect paint, carbon-fiber cues, string texture, grip wrap, fabric, skin, court grit, practical light direction, reflections, and believable contact/cast shadows.
- Four-angle system: tension/action, texture/macro, context/lifestyle, and signature/repetition must read as distinct ideas built around the same accepted product.
- Composition: reserve useful negative space during generation; add deterministic type afterward. Avoid heavy opaque bars that flatten the photograph.
- Phone check: inspect at 360×450 as well as native size; protect headline contrast, faces, hands, product markings, and safe outer margins.
- CTA alignment: keep button, headline, and support copy on a consistent outer block width and left edge; avoid a centered/left-aligned mismatch.
- Foreground depth: when type passes behind the product, restore the original source pixels with a true RGBA foreground whose alpha includes transparent and opaque values—not an opaque RGB rectangle.
- Release status: record generated-source dimensions separately from output dimensions, disclose resampling, and keep producer QA, owner approval, publishing, and measured performance as separate states.

This is an unofficial, AI-generated creative study for education. It is not an official Wilson campaign, endorsement, owner-approved release, or performance claim.