MAKE IT HUGE — 8 Scale Prompts + the Rules

The exact prompts behind every photograph in this carousel, pulled from the generation receipts
written by `generate_pcl_plate.sh` at the moment each plate was made (Codex built-in image_gen,
portrait 4:5, the DEEP END product reference attached to every scene call). Each is listed against
the plate it produced and that plate's SHA-256.

These are records, not defect-free recipes. Every plate was asked for a calm field where the headline would go; the type was set afterwards in Remotion. Nothing was retouched.

The rules (how to make impossible scale believable to a camera)

1. The sea — put a person in it. Scale needs a body to measure against.
2. The pool — let it float like it weighs something. Waterline, wake, wet glass.
3. The street — park it. Weather it with the same rain as the road.
4. The dunes — let it sink. Displaced ground and one hard shadow prove the weight.
5. The market — let people react. Touch, point, photograph.
6. The roof — reflect the city in it. A giant object is a giant mirror.
7. The snow — let time act on it. Drifts, footprints, frost on the cap.
8. The studio — shoot it like a packshot. Same light, same rules, just bigger.

1. Cover + 01 The sea

- Plate: `01-sea.png` · SHA-256 `90e39a7d6c49dcbbd64e37c53b9b4ba812a65a30a6fe3a4f1c16a69562b19314`
- Route: Codex built-in image_gen · returned size 1092x1440 · attempt a1 · references attached: no

Exact executed prompt:

```
Call image_gen with referenced_image_paths set to the attached reference image (the DEEP END bottle); do not rely on num_last_images_to_include. Reproduce that exact product: tall slim rectangular cobalt-blue glass flacon with thick walls and thick clear base, heavy mirror-polished chrome cylindrical cap, small white label with only the words DEEP END. Same proportions, same materials, same label, at the scale described below.

SCENE: An ultra-realistic editorial photograph, portrait 4:5, at golden hour on a wide empty Atlantic beach. The DEEP END bottle stands in the sea at lighthouse scale, forty metres tall, fifty metres from shore, waves breaking white around its base, its chrome cap catching the low sun, the cobalt glass glowing where the sun passes through it. One woman in a white one-piece swimsuit stands ankle-deep in the foam in the lower third, seen from behind, tiny against it, looking up. Wet sand mirrors the bottle and the sky. The upper sky is a calm warm gradient so a giant headline can sit beside the cap.

Make the impossible scale believable to a camera: the giant bottle has real weight and contact with whatever it stands in (displaced sand, water, a pressed lawn, a wet road), it is weathered by its environment at that scale (salt haze, water beads, dust, sun glare), it is photographed with a human-height wide lens so the horizon sits at eye level, and every reflection, shadow and refraction obeys the one real light. People are real adults with correct anatomy (five fingers, natural hands; hide hands in pockets or props when convenient) and natural faces. Whole-frame photographic realism, medium-format look, fine grain, no CG sheen, no painterly look. Keep a calm field for typography where noted. Absolutely no text, lettering, signage, logos or graphic overlays anywhere except the small DEEP END label on the bottle.
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2. 02 The pool

- Plate: `02-pool.png` · SHA-256 `8deb3857b0e0d1d40623656452e3c636a31562053569887ecd537a1dd29dd033`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a1 · references attached: no

Exact executed prompt:

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Call image_gen with referenced_image_paths set to the attached reference image (the DEEP END bottle); do not rely on num_last_images_to_include. Reproduce that exact product: tall slim rectangular cobalt-blue glass flacon with thick walls and thick clear base, heavy mirror-polished chrome cylindrical cap, small white label with only the words DEEP END. Same proportions, same materials, same label, at the scale described below.

SCENE: An ultra-realistic editorial photograph, portrait 4:5, shot from a high balcony looking down into the turquoise pool of a 1960s hotel. The DEEP END bottle floats on its back in the pool at the scale of a small yacht, half submerged, the water lapping over the cobalt glass, its chrome cap toward the camera; a woman in a red swimsuit and sunglasses sunbathes on top of the floating bottle as if on a lilo, one arm trailing in the water. Hard midday sun, sharp caustics on the pool floor, a few striped loungers at the edge. The pool water around the bottle is a calm field so a giant headline can sit on it.

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3. 03 The street

- Plate: `03-street.png` · SHA-256 `9e56f5ecea2fb8b791096aebb063b36a85b62586678e649478ea30e8dc14c9a7`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a1 · references attached: no

Exact executed prompt:

```
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SCENE: An ultra-realistic editorial photograph, portrait 4:5, on a rainy Paris side street at dusk. The DEEP END bottle lies on its side in a parking space between two ordinary cars, the size of a small car, its chrome cap facing the camera and reflecting the street lamps, rain beading on the cobalt glass, its reflection stretched in the wet cobbles. A woman in a black trench coat walks past on the pavement in the middle third, glancing at it, hands in her pockets. Warm shop light from the left, blue dusk above. The dusk sky and the wet road in the lower third are calm fields for typography.

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4. 04 The dunes

- Plate: `04-desert.png` · SHA-256 `b207813da3bc83c3d176086e3a88c390f9b07598e2bc949004ffe4b095e462df`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a1 · references attached: no

Exact executed prompt:

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SCENE: An ultra-realistic editorial photograph, portrait 4:5, in white gypsum dunes under a hard blue noon
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sky. The DEEP END bottle stands upright in the sand at the scale of a ten-storey building, sunk a few metres into a displaced crater of sand, casting one long hard shadow across the dunes; heat shimmer at its base. A man in a cream linen suit walks toward it along the dune ridge in the lower third, small, seen from behind. The sky above and either side of the cap is a calm deep blue field so a giant headline can sit behind the cap.

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5. 05 The market

- Plate: `05-market.png` · SHA-256 `72ef5f9d3b6acab302b8ba174328e652d579d783771a0d492ba4fc7a73ba56b7`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a2 · references attached: no

Exact executed prompt:

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Call image_gen with referenced_image_paths set to the attached reference image (the DEEP END bottle); do not rely on num_last_images_to_include. Reproduce that exact product: tall slim rectangular cobalt-blue glass flacon with thick walls and thick clear base, heavy mirror-polished chrome cylindrical cap, small white label with only the words DEEP END. Same proportions, same materials, same label, at the scale described below.

SCENE: An ultra-realistic editorial photograph, portrait 4:5, at a crowded Mediterranean fruit market at midday. The DEEP END bottle stands on its base among the stalls at the scale of a phone box, twice a person tall, chrome cap gleaming, crates of lemons and tomatoes around its base, a market awning shading half of it. Shoppers crowd around it: an old man touching the glass, a child pointing, a woman photographing it with her phone; all faces natural, hands correct. Hard sun and striped shade. The awning above and the paving in front are calm fields for typography.

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6. 06 The roof

- Plate: `06-roof.png` · SHA-256 `edab56976e776f1f7b88b9fed94eb39442155158986d2d1e1d0bddd91f909e10`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a1 · references attached: no

Exact executed prompt:

```
Call image_gen with referenced_image_paths set to the attached reference image (the DEEP END bottle); do not rely on num_last_images_to_include. Reproduce that exact product: tall slim rectangular cobalt-blue glass flacon with thick walls and thick clear base, heavy mirror-polished chrome cylindrical cap, small white label with only the words DEEP END. Same proportions, same materials, same label, at the scale described below.

SCENE: An ultra-realistic editorial photograph, portrait 4:5, on a New York rooftop at blue hour with the skyline behind. The DEEP END bottle stands on the roof at the scale of a water tower, its cobalt glass lit from inside by the city, the chrome cap reflecting the lit windows. A woman in a silver dress leans against its base in the lower third, small, looking at the camera, one hand resting on the cold glass. Warm windows, cool sky. The sky above the cap is a calm even blue field so a giant headline can sit there.

Make the impossible scale believable to a camera: the giant bottle has real weight and contact with whatever it stands in (displaced sand, water, a pressed lawn, a wet road), it is weathered by its environment at that
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scale (salt haze, water beads, dust, sun glare), it is photographed with a human-height wide lens so the
horizon sits at eye level, and every reflection, shadow and refraction obeys the one real light. People are
real adults with correct anatomy (five fingers, natural hands; hide hands in pockets or props when
convenient) and natural faces. Whole-frame photographic realism, medium-format look, fine grain, no CG
sheen, no painterly look. Keep a calm field for typography where noted. Absolutely no text, lettering,
signage, logos or graphic overlays anywhere except the small DEEP END label on the bottle.
```

7. 07 The snow

- Plate: `07-snow.png` · SHA-256 `8f7427fc26e3eabc534d6a55d15abf07bb7044e57f19029ef4f40d5f0e387718`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a1 · references attached: no

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below.

SCENE: An ultra-realistic editorial photograph, portrait 4:5, in an alpine meadow after fresh snowfall, a
low sun, long blue shadows. The DEEP END bottle lies half buried in the snow at the scale of a fallen tree,
snow drifted against the cobalt glass and heaped on the chrome cap, a single line of footprints leading to
it. A man in a red parka stands beside it in the lower third, small, seen from behind, hands in pockets. The
snowfield in the lower third and the pale sky above are calm fields for typography.

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it stands in (displaced sand, water, a pressed lawn, a wet road), it is weathered by its environment at that
scale (salt haze, water beads, dust, sun glare), it is photographed with a human-height wide lens so the
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signage, logos or graphic overlays anywhere except the small DEEP END label on the bottle.
```

8. 08 The studio (and the ask)

- Plate: `08-studio.png` · SHA-256 `362ca7c113b6c2f4cedae6100501233447ecafde50a9252bffdd462a5d243fde`
- Route: Codex built-in image_gen · returned size 1122x1402 · attempt a1 · references attached: no

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flacon with thick walls and thick clear base, heavy mirror-polished chrome cylindrical cap, small white
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below.

SCENE: An ultra-realistic editorial photograph, portrait 4:5, inside a vast white photo studio. The DEEP END
bottle stands on the seamless white cyclorama at the scale of a two-storey house; a photographer on a tall
scissor lift in the lower left is lighting it with a bank of softboxes on stands, a second assistant far
right with a light meter, cables on the floor, real studio scale. The bottle is lit like a packshot: one
crisp specular highlight down its left edge, a soft reflection on the floor. The white cyclorama to the
right of the bottle is a calm field so a giant headline and the ask can sit there.

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