DETOUR / FICTIONAL CAMPAIGN STUDY

Six scene prompts + product lock

One product anchor. Six distinct photographs. Four creative jobs: rush, touch, weekend context, and colour surprise.

PRODUCT LOCK CHECKLIST

- Adult quad roller skate; never an inline skate or sneaker.
- Lock the cobalt-blue leather, blue laces, cream sole, aluminum trucks, exactly four translucent-orange wheels, orange toe stop, and no logo.
- Attach the accepted anchor to every generation; attach the accepted hero reference whenever the person repeats.
- Plan the copy field before generation. Keep contact, anatomy, lighting, reflections, wheels, and load-bearing parts physically plausible.
- Use source RGB foreground masks only. Check phrase grouping, glyph bounds, photo contrast, CTA alignment, and footer at 1080×1350 and 360×450.
- Keep every scene photograph unique; only the approved recap may reuse images.

PRODUCT CONSISTENCY ANCHOR

Product identity anchor

REUSABLE ACCEPTED PRODUCT BRIEF

vertical 4:5 ultrareal luxury product studio photograph of ONE adult quad roller skate, electric cobalt blue smooth full-grain leather high-top lace-up boot with eight pairs of cobalt eyelets, blue flat woven laces, padded blue tongue, with no logo or product wordmark. Stout cream-white rubber sole, short polished brushed aluminum truck with two axles and exactly FOUR translucent bright orange polyurethane wheels, simple matching orange round front toe stop. Clear physically correct quad roller skate (not inline, not sneaker). Left boot, 3/4 side angle outer ankle toward camera, toe points lower left, whole boot and all physically visible wheels in frame, do not force hidden wheels visible. Product centered isolated on warm orange matte studio floor/background with hard realistic shadow cast right. Near-life size credible leather grain, stitching, metal hardware, wheel contact/weight. Single item, no feet, hands, person, extra logos, or promotional text. Approximately 20% space around object. Product geometry more important than fanciful styling.

Use this anchor as the attached reference for all six scenes.

SCENE 01 / 06

Opening skatepark hero

REUSABLE ACCEPTED SCENE PROMPT

hyper-real 4:5 editorial skate-campaign photo. Camera VERY low near curved apricot-orange concrete bowl at a real outdoor skatepark in harsh clear noon sun; cobalt sky, dry clean matte concrete, believable shadows, no CGI. One adult woman with lean athletic build, medium brown skin, black curly hair tied back, oversized WHITE tee and bright orange fitted short shorts, WHITE ribbed crew socks with two narrow cobalt stripes. She wears a physically correct matching pair of the exact anchor cobalt leather quad skates with orange wheels. Compose her on RIGHT SIDE, entire body about x700–1020, y250–1200 (at 1080), foreground near boot larger bottom right but not fisheye. Candid crouched ready-to-roll stance, weight worn naturally, one hand rests on the front knee with five correct fingers, other arm naturally at side. Her face looking toward left, dark brown eyes unoccluded, natural pores/hair. Huge photographic negative field LEFT AND UPPER: deep cobalt sky and quiet orange bowl, intended graphic headline “TAKE A / DETOUR” will occupy x60–970, y120–530; highest point of her head may overlap only lower right edge of this region. Keep face below headline field y540 approximately so full word remains readable. Beautiful dynamic composition, hard white highlights, orange blue contrast, fine leather/knit/concrete texture, compressed editorial depth, no fake sky clouds, no extra objects, no added words. Keep actual product geometry. No logos anywhere.

Attach the product anchor. Preserve the planned copy field and reject product, contact, anatomy, lighting, or reflection failures before typography.

SCENE 02 / 06

Rush action

REUSABLE ACCEPTED SCENE PROMPT

Hyper-real 4:5 high-end editorial skate-campaign photograph. Same adult woman from the supplied hero reference: medium brown skin, black curly hair tied back, oversized plain white tee, bright orange fitted shorts, white ribbed crew socks with two narrow cobalt stripes. She wears the exact wordmark-free cobalt leather quad roller skates with cream soles and translucent bright orange wheels from the supplied product anchor. At a real sunlit orange concrete skatepark bowl under clear harsh noon light, physically grounded hard lean while rolling through the bowl: both skates have believable contact and load mechanics, no floating, stunt, or impossible pose. Low side camera; body and action occupy LEFT half, with deep cobalt-blue quiet upper-right photographic field reserved for later headline but no text in image. Distinct from a crouched static portrait: fast, committed motion, sharp leather/skate detail and slight natural background motion blur, realistic shadows, clean composition, no extra people, objects, logos, or words.

Attach the product anchor. Preserve the planned copy field and reject product, contact, anatomy, lighting, or reflection failures before typography.

SCENE 03 / 06

Touch macro

REUSABLE ACCEPTED SCENE PROMPT

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Hyper-real 4:5 extreme macro editorial product photograph of the exact wordmark-free cobalt-blue leather DETOUR quad roller skate from the supplied anchor. Frame only a close detail: blue full-grain leather boot upper and one translucent bright orange front wheel, cream-white rubber sole, raised cobalt stitching, natural leather grain, and lightly worn polyurethane wheel surface. Grazing hard noon-like light, real optical shallow depth of field. The large cobalt leather field occupies upper and left and remains clean for later white type; orange wheel is lower-right. True macro, not a full boot or generic sneaker. Physical truck/sole/wheel geometry must be credible, no human, no extra objects, no logos, no words, no CGI.
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Attach the product anchor. Preserve the planned copy field and reject product, contact, anatomy, lighting, or reflection failures before typography.

SCENE 04 / 06

Weekend context

REUSABLE ACCEPTED SCENE PROMPT

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Hyper-real 4:5 overhead sunlit editorial still-life photograph. The same wordmark-free cobalt-blue leather quad roller skate with cream-white sole and translucent bright-orange wheels from the supplied anchor rests partly inside an open cream canvas duffel. An orange towel and a thin cobalt pool-water sliver are the only supporting props. Place the bag and skate in the lower-left; leave the cream textured pool deck in the upper-right as a broad intentional quiet field for later type, but render no words. Use beautiful precise real contact, crisp noon shadows, fewer props, no person, no extra logos, no promotional text, no CGI. Skate geometry and visible material identity must match reference.
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Attach the product anchor. Preserve the planned copy field and reject product, contact, anatomy, lighting, or reflection failures before typography.

SCENE 05 / 06

Color still life

REUSABLE ACCEPTED SCENE PROMPT

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Hyper-real 4:5 editorial product photograph of the same wordmark-free cobalt-blue leather quad roller skate with cream-white sole and translucent bright-orange wheels from the supplied anchor, physically nestled in a bed of real clementines on an orange tabletop. Show clementine pore texture and believable weight/contact around the boot and wheels; keep the sharp blue upper prominent. Compose the boot diagonally through the lower half and leave a quiet orange upper third for later type, but render no words. No floating skate, no reflections, no people, no extra objects, logos, or CGI. Hard clean sunlight and precise material texture.
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Attach the product anchor. Preserve the planned copy field and reject product, contact, anatomy, lighting, or reflection failures before typography.

SCENE 06 / 06

Closing portrait

REUSABLE ACCEPTED SCENE PROMPT

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Hyper-real 4:5 intimate editorial closing portrait of the same adult woman from supplied hero reference: medium brown skin, black curly hair tied back, relaxed warm smile, natural detailed skin. She is on the RIGHT in a 3/4 portrait, holding one exact wordmark-free cobalt-blue leather quad roller skate from supplied product anchor at shoulder height with a realistic five-finger grip. Product is clearly visible, hand does not cover her face, and its cream sole and translucent bright-orange wheels remain physically credible. Deep cobalt wall background with a large clean left and upper photographic field for later headline; warm sunlight from left; a plain white tee and a subtle orange clothing hint. Shallow real optical depth of field, no text/logos, no extra objects, no CGI. Make it a composed closing campaign portrait, not a catalogue image.
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Attach the product anchor. Preserve the planned copy field and reject product, contact, anatomy, lighting, or reflection failures before typography.