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Prompt *Atelier*

THE PROMPT PACK · NO. 01

The Cinematic *Site* Pack

Six copy-paste briefs that turn one sentence into an award-style “3D scroll” website — AI-generated video, scroll-driven motion, launched and verified. Every prompt runs on the Kie.ai API with Seedance, upscaled with Topaz, assembled in code. The tools are affordable. The taste is the craft.

HOW TO USE THIS PACK

Five rules, then *paste and go*

Each brief is complete: the video shots, the site structure, the design direction and the instruction to launch and verify. Run one as-is before you customise it.

1 The hero-image trick is the whole trick.

Every brief generates

one

hero image first, then passes its URL as an image reference to every clip. That is what keeps your product identical across shots. Never remove that step.

2 Render at 720p, upscale 2×.

Seedance at `720p` then Topaz `upscale_factor:2` → 1080p costs less than half of native 1080p and, for a scroll-scrubbed canvas, looks the same. Only a product whose detail *is* the pitch deserves native 1080p.

3 Chain clips for one continuous journey.

Seedance accepts a `first_frame_url` and `last_frame_url`. The journey briefs feed each clip's final frame into the next clip's start frame — five clips that scrub like one unbroken camera move.

4 Spend your takes on the hero orbit.

The orbit scrub is ~80% of the effect. Generate two or three takes there; take the first acceptable result everywhere else. Card art for the case study is cropped free from frames you already own.

5 Direct, don't code.

After the first build, give feeling notes: "make the hero 20% slower," "this section feels flat — add a cursor interaction," "the type looks generic." Claude Code translates intent into the edit.

01 — LUXURY PRODUCT

The Timepiece *Reveal*

Best for any premium object with parts — watches, jewellery, audio, cameras.

COPY · PASTE · RUN

Build me an award-style cinematic “3D scroll” website for a **fictional bronze tourbillon watch**, the launch piece of a new maison.

VISUALS — Kie.ai API, Seedance (bytedance/seedance-2), 720p · 16:9 · no audio · ~8s. First generate ONE hero image — **hand-forged bronze case, smoked amber dial fading to black, gold tourbillon at six, dark leather strap** — and pass its URL as **reference_image_urls** on every clip so the product is identical throughout:

- 1 Hero orbit** — a slow, perfectly smooth 360° turntable in a charcoal void, one warm forge-glow rim light, faint drifting embers. Returns to its start angle so the loop is seamless.
- 2 Macro fly-through** — extreme close-up gliding across the dial: faceted indices, the tourbillon cage spinning, heat-shimmer on brushed bronze.
- 3 Exploded assembly** — gears, springs, bezel and strap float apart, then converge into the finished watch on a final hero frame identical to the hero image.

WEBSITE — scroll-scrub the orbit as a canvas frame sequence so scrolling rotates the watch. Lenis smooth scroll; glass overlays that ride the footage. Sections: cinematic hero with the name tracking in → “Born of Fire” story → macro scrub → exploded engineering view with spec callouts → “Edition of 120 — \$36,000” → private waitlist. Charcoal background, molten-copper accent, high-contrast serif + minimal sans. Launch on localhost and verify every scroll animation before telling me it’s done.

Make it yours — swap the watch for a fragrance, a sneaker or a camera. Keep the orbit + macro + exploded structure; it flatters anything with parts.

02 — CRAFT & PROVENANCE

The Single *Cask*

Best for spirits, wine, olive oil, coffee — anything poured, aged, and bottled.

COPY · PASTE · RUN

Build me a cinematic “3D scroll” website for a **fictional single-cask whisky** — one barrel, a few hundred bottles, no two the same.

VISUALS — Kie.ai API, Seedance, 720p · 16:9 · no audio · ~8s. First generate ONE hero image of the bottle — **smoked-glass, hand-numbered label, amber spirit catching low candlelight, wax-dipped neck** — and reference it in every clip:

- 1 Hero orbit** — a slow 360° turntable of the bottle on dark oak, warm cellar light, dust motes drifting through a single beam.
- 2 Macro pour** — extreme close-up of amber spirit flowing into a crystal glass, a single large ice sphere cracking, condensation beading.
- 3 The provenance** — a slow move along a candle-lit row of oak casks in a stone warehouse, ending on the chosen barrel with its stencilled number.

WEBSITE — scroll-scrub the orbit; scrolling turns the bottle to reveal the label. Sections: hero with the distillery name tracking in → “Aged in the dark” story → macro pour scrub → cask-provenance section with a tasting-note strip (nose / palate / finish) → “Cask No. 7 — 264 bottles” → allocation request. Deep walnut background, single amber accent, refined serif, generous negative space. Launch and verify the scrub.

Make it yours — for a real distillery, use their bottle photo as the hero image reference and feed Claude their actual tasting notes. This site is a genuine four-figure deliverable.

03 — THE DROP

The Midnight *Release*

Best for sneakers, streetwear, eyewear, any hyped limited release.

COPY · PASTE · RUN

Build me a cinematic e-commerce “3D scroll” website for a **fictional limited sneaker drop** — a single silhouette in a matte-black colourway with a chrome heel clip.

VISUALS — Kie.ai API, Seedance, 720p · no audio · ~8s. First generate ONE hero image of the shoe — **matte black knit upper, chrome heel counter, translucent amber sole, floating on a concrete-grey seamless** — and reference it in every clip:

- 1 **Hero orbit** — a clean 360° turntable of the shoe floating in soft studio light, a slow parallax of fine dust.
- 2 **Macro travel** — extreme close-up gliding across stitching, knit texture, the chrome clip and the translucent sole catching light.
- 3 **Exploded build** — upper, cage, sole unit and laces separate and reassemble into the finished shoe.

WEBSITE — hero scroll-scrubs the orbit with the model name in massive type and a live countdown to the drop. Product section with size selector and a demo “Add to Cart” drawer; macro section with a “Built heavy, cut clean” materials manifesto; sticky cart, name marquee between sections, “Notify me” capture for sold-out sizes. Concrete grey + matte black, one acid accent, brutalist condensed type. Launch and verify the countdown and cart drawer.

Make it yours — replace the invented shoe with photos of your real product as the image reference; Seedance animates *your* silhouette, not an approximation.

04 — ATMOSPHERE

The Last *Note*

Best for fragrance, candles, skincare — products that sell a feeling.

COPY · PASTE · RUN

Build me a cinematic “3D scroll” website for a **fictional niche fragrance** — a dark amber eau de parfum sold in an apothecary bottle.

VISUALS — Kie.ai API, Seedance, 720p · 16:9 · no audio · ~8s. First generate ONE hero image — **heavy faceted glass bottle, brushed-bronze cap, amber liquid, on black stone with a single shaft of warm light** — and reference it in every clip:

- 1 **Hero orbit** — a slow 360° turntable of the bottle in near-darkness, light refracting through the facets, faint smoke curling behind.
- 2 **Macro facets** — extreme close-up travelling across the cut glass and the meniscus of the liquid, light bending through the amber.
- 3 **The sillage** — a single press of the atomiser; a slow-motion bloom of fine mist drifts and dissipates against black.

WEBSITE — scroll-scrub the orbit; scrolling turns the bottle through the light. Sections: hero with the house name tracking in → an olfactory pyramid revealed on scroll (top / heart / base notes) → macro scrub → the sillage section as a full-bleed moment → “50ml — 300 bottles” → private list. Ink-black background, warm amber accent, editorial serif, whisper-quiet copy. Launch and verify the scrub and the note reveal.

Make it yours — the same structure sells a candle, a serum, or a bar of soap — anything where atmosphere does the selling and words stay few.

05 — THE MACHINE

The Terrain *Run*

Best for vehicles, e-bikes, drones, gear — products that live in an environment.

COPY · PASTE · RUN

Build me a cinematic “3D scroll” website for a **fictional electric adventure motorcycle** — the product moving through real terrain as you scroll, not sitting in a studio.

VISUALS — Kie.ai API, Seedance, 720p · 16:9 · no audio · ~8s. First generate ONE hero image — **low, matte-obsidian body, thin light-bar face, knobbly tyres** — and reference it everywhere. Chain the drive clips start-frame to end-frame so the journey is continuous:

- 1 Reveal** — dust settles at dawn in a high desert to reveal the bike motionless; the light-bar ignites.
- 2 The run** — a low tracking shot as it launches across the flats, grit ribboning off the rear tyre.
- 3 The pass** — it threads a red-rock canyon at speed, the camera whipping around a corner to follow.
- 4 Night mode** — full dark; only its light signature and taillight trail carving through dunes.

WEBSITE — scroll-scrub the chained run so scrolling rides the bike. A speed HUD in the corner climbs with scroll. Sections: hero with the name in ultrawide type → performance stats that count up → design section with macro stills → night-mode section → three-finish configurator that recolours a hero still → “Reserve — \$500 deposit.” Black on black, electric accent, ultrawide condensed type. Launch and verify the HUD syncs to scroll.

Make it yours — works for anything that moves. Keep the reveal → run → environment → night structure and swap the terrain to suit the machine.

06 — THE JOURNEY

The Long *Ascent*

Best for experiences, tourism, expeditions, museums — where scroll = a journey.

COPY · PASTE · RUN

Build me a cinematic “3D scroll” website for a **fictional guided summit expedition** — a handful of climbers per season, one unforgettable ascent.

VISUALS — Kie.ai API, Seedance, 720p · 16:9 · no audio · ~8–10s. First generate ONE hero image of the peak at first light and keep its shape consistent. Then chain the clips: use each clip’s **final frame** as the next clip’s **first_frame_url** so all five join into one seamless climb:

- 1 **Basecamp** — dawn over a glacial valley; the trail begins, tents small below.
- 2 **The forest** — through pine and mist, light breaking in shafts, the air thinning.
- 3 **The ridge** — above the treeline onto a knife-edge ridge, cloud pouring over the saddle.
- 4 **The wall** — an ice face under hard blue light, crampons biting, breath visible.
- 5 **The summit** — the last steps onto the top; a sea of peaks and a held hero frame.

WEBSITE — concatenate the five clips and scroll-scrub the full ascent as one canvas sequence: scrolling up *is* climbing. A fixed altitude meter counts 1,900m → 4,810m with stage labels. Sections pinned per stage: hero (“How high will you go?”) → one fact per stage → kit list → “8 places · departing June” → “Join the rope” request. Background grades slate → white with altitude, glacier-blue accent, thin technical sans. Launch and verify the scrub is seamless across all five clips.

Make it yours — the same chained-journey structure works for a descent, a river, a factory tour, or a founder’s story — any narrative with distinct stages.

Five notes from the *atelier*

The difference between “an AI website” and one that gets bookmarked is entirely in the finish.

1 Consistency beats quality.

A softer clip where the product is identical across shots feels more expensive than four beautiful clips of four different products. Always pass the hero image reference.

2 Compress for the web.

One instruction — “compress the frames for web” — typically cuts payload dramatically and makes the scroll buttery on any laptop.

3 Readability is not optional.

Quiet label text must clear ~4.5:1 on the dark base, and any scroll-revealed copy needs a fallback so it can never stay invisible. Verify it, don't assume it.

4 Going live is one more prompt.

“Push this to a GitHub repo and deploy it free on Cloudflare Pages or GitHub Pages, then connect a custom domain.” That's the whole distribution step.

5 Document the build.

Ship every project with a case study — the tools, the prompts, the failures and the fixes. It's the portfolio and the proof, in one page.