

A man with a beard and short hair, wearing a black suit and shirt, stands centrally against a dark, textured background. The background is filled with floating golden particles and a faint, glowing circular arc. In the upper right corner, a film strip is visible, showing a man's face and some text. The title 'BEYOND the lens' is overlaid on the man's chest.

BEYOND *the* lens

CREATE LUXURY BRAND VISUALS WITH AI



Beyond the Lens: Create Luxury Brand Visuals with AI—for Just \$10 and 10 Minutes *(A guide tailored for creatives, storytellers, and visionaries who know how to make a moment)*

A Word from the Creator

Welcome to Beyond the Lens. This isn't just another design tutorial. This is your new playbook. AI gives us the power to do in minutes what used to take teams, studios, and \$10K budgets. Now, we reclaim that power. We create visuals that move people. And we do it in our own image.

Let me show you how.

Part 1: Why the \$10,000 Photoshoot is Dead

Luxury campaigns used to be out of reach. You needed: - Lighting crews - Retouchers - Stylists - \$5K-\$10K budgets

But AI flipped the script. Now you can: - Nail perfect lighting and shadows - Control color and brand consistency - Simulate studio textures and camera angles - Create consistent, scroll-stopping campaigns—solo

No gatekeepers. Just you and vision.

Part 2: The Beyond the Lens Prompt Formula™

You don't just type words. You compose a visual performance.

Layer your prompts like this: 1. **Subject Detail** — Black skin, dreadlocks, bald head, beard, freckles 2. **Environment** — "on a rooftop in Lagos," "studio set with marble walls" 3. **Lighting Style** — cinematic light, rim light, soft box glow 4. **Textures & Materials** — velvet, chrome, afro hair, dewy skin 5. **Mood** — royal, futuristic, quiet luxury, gritty 6. **Composition & Camera** — low-angle shot, bokeh, close-up, 85mm lens 7. **Emotional Trigger** — power, seduction, stillness, curiosity

This is how you go from generic to unforgettable.

Part 3: Prompt Examples (The Beyond the Lens Way)

Prompt 1: "A powerful Black man in a cream velvet trench coat, standing in soft golden light, rooftop setting with city skyline behind him. His expression is confident yet calm, cinematic bokeh, shot with an 85mm lens. Textures of wind-blown fabric, glowing melanin skin, quiet luxury aesthetic."

Prompt 2: "Black woman in locs, seated on a marble throne with red and gold Afro-futuristic robes. High gloss floor reflects her silhouette. Studio flash from the left, deep shadows behind. Shot like a fashion editorial. Mood: sovereign and sacred."

Prompt 3: "Two Black queer men posed in mirrored jackets, standing back-to-back under spotlight beams. Ambient haze. Minimalist studio with gradient pink-to-purple backdrop. Composition: sharp focus foreground with dramatic lens flare. Vibe: nightlife opulence meets editorial elegance."

Part 4: The BTL AI Visual Flow (10 Minutes, \$10)

1. Research the Brand Vibe

2. Check their Instagram, website, or your own moodboard

3. Layer Your Prompt

4. Use all 7 layers from the formula

5. Generate 3-5 Options

6. Spend \$5-\$10 max on MidJourney or your tool of choice

7. Curate the Best

8. Save only what fits your story or brand

9. Edit Lightly

10. Crop, adjust lighting, add logo overlays if needed

11. Export & Use

12. These visuals are ready for lookbooks, websites, reels, or pitch decks

You just skipped a \$10K shoot.

Part 5: What to Do With These Visuals

- Add to pitch decks and press kits
- Create branded carousels and social reels
- Make product mockups or concept visuals
- Use in client presentations
- Build a full eBook, zine, or catalog

This isn't just AI art. This is your new creative arsenal.





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Final Word: What Now?

You already got the game. Now get in the room.

Join us inside *Beyond the Lens* to learn: - How to build prompt packs that SELL - How to composite your images like a pro - How to create entire campaigns, storyboards, and visuals that look like \$100K—for a fraction

 dgcreativestudio.com/beyond-the-lens

This is just the beginning. Let's go Beyond the Lens.

THIS IS ONLY THE BEGINNING.
YOU HAVE THE TOOLS. THE VISION.
NOW GO CREATE LIKE
IT'S YOUR BIRTHRIGHT.

◀ Join the movement:

dgcreativestudio.com/beyond-the-lens



BEYOND
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