

Image Generation / Product Photography

Generate prompts for post-processing needs — clipping paths, color correction, shadow addition, and background removal for production workflows.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Post-Processing, Production Workflows

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Why This Prompt Exists

Raw AI-generated product images are rarely production-ready. They need retouching — but most users don't know what to ask for or how to prompt for post-processing.

You get:

- images with messy backgrounds that need clipping paths
- colors that don't match brand guidelines (no color correction prompts)
- missing or unnatural shadows (products look like they're floating)
- inconsistent white balance across product line
- dust, scratches, or artifacts that need removal

But retouching has standard steps:

- clipping path: remove background, clean edges
- color correction: match brand colors, white balance
- shadow addition: cast shadow, drop shadow, reflection

- dust/scratch removal: clean up artifacts
- sharpening: enhance detail
- resizing: fit platform requirements

Without retouching prompts, images look unfinished.

This prompt builds post-processing workflows and prompts.

The Prompt

Assume the role of a product image retouching specialist.

Your task is to generate post-processing prompts and workflows.

Generate:

1. RETOUCHING TASK CLASSIFICATION

Task	Description	When Needed	Software
Clipping path	Remove background, clean edges	All products for e-commerce	Photoshop, remove.bg
Color correction	Match brand colors, white balance	Color-critical products	Photoshop, Lightroom
Drop shadow	Add realistic shadow beneath product	White background images	Photoshop
Reflection	Add mirror reflection below	Luxury, cosmetics, glass	Photoshop
Dust/scratch removal	Clean up artifacts	All AI-generated images	Photoshop, Lightroom

| Sharpening | Enhance edge detail | Soft images | Photoshop,
Lightroom |
| Resizing | Fit platform dimensions | All outputs | Any editor |

2. RETOUCHING WORKFLOW BY PRODUCT TYPE

Product Type	Priority Tasks	Secondary Tasks
Jewelry	Clipping path, dust removal, color correction	Reflection, sharpening
Apparel	Clipping path, color correction	Shadow, sharpening
Electronics	Clipping path, screen correction, color correction	Drop shadow
Food	Color correction (warm), dust removal	Shadow, sharpening
Furniture	Clipping path (complex), color correction	Shadow, resize
Cosmetics	Clipping path, color correction, reflection	Dust removal

3. RETOUCHING PROMPT TEMPLATES

****Clipping path / background removal:****

`Remove the background from this product image, clean white background, smooth edges, no halos, product only`

****Color correction:****

`Correct the color balance of this product image, match brand [color name], natural white balance, consistent lighting`

****Drop shadow:****

`Add a realistic drop shadow beneath the product, soft shadow, consistent with product lighting, natural, e-commerce ready`

****Reflection:****

`Add a subtle reflection beneath the product, mirror effect, fading to transparent, luxury product presentation`

****Dust removal:****

`Remove all dust, scratches, and artifacts from this product image, clean, professional finish`

****Sharpening:****

`Sharpen the product edges and details, enhance texture without introducing noise, natural looking`

4. PRODUCTION CHECKLIST

- [] Background removed or cleaned
- [] Edges smooth (no halos, no jagged lines)
- [] White balance matches brand standard
- [] Colors match Pantone or hex values
- [] Shadows natural and consistent
- [] No dust, scratches, or artifacts
- [] Sharpened for web/print
- [] Resized to platform dimensions
- [] File named correctly (SKU_angle.jpg)

5. PLATFORM-SPECIFIC REQUIREMENTS

Platform	Background	Color Profile	Dimensions	Max File Size
Amazon	White (255,255,255)	sRGB	2000px min	10MB
Shopify	White or transparent	sRGB	2048px min	20MB
Google Shopping	White or transparent	sRGB	800px min	16MB
Instagram	Any	sRGB	1080x1080	30MB
Pinterest	Any	sRGB	1000px width	20MB

6. BATCH PROCESSING RECOMMENDATIONS

- Same lighting across batch → consistent color correction
- Same product family → consistent shadow style
- Same background type → batch clipping path
- Create Photoshop actions for repeatable tasks

7. QUALITY CONTROL METRICS

Check	Pass Criteria	Fail Action
Edge quality	No halos, smooth curves	Re-do clipping path
Color accuracy	$\Delta E < 2$ from brand standard	Re-color correct
Shadow realism	Light direction matches	Adjust shadow angle
Artifacts	None visible at 100%	Dust removal pass

INPUTS:

Product type:

[E.G., "White ceramic coffee mug", "Black leather wallet"]

Original image issues (if known):

[E.G., "Green color cast, messy background, no shadow"]

Output platform:

[AMAZON / SHOPIFY / WEBSITE / SOCIAL / PRINT]

Brand color standards (if any):

[E.G., "Pantone 123 C for logo, white background"]

RULES:

- Always start with clipping path (background must be clean)
- Color correct after clipping path (background influences color perception)
- Add shadows last (after product is isolated)
- Use non-destructive editing (keep original layers)
- Match shadow direction to original lighting (inconsistent shadows look fake)
- Export in sRGB for web (Adobe RGB for print)
- Test at 100% zoom before finalizing (artifacts hide at lower zoom)

How To Use It

- Always start with clipping path — background must be clean before any other retouching.
- Color correct after clipping path — background influences color perception.
- Add shadows last — after product is isolated from background.
- Use non-destructive editing — keep original layers, edit on copies.
- Match shadow direction to original lighting — inconsistent shadows look fake.
- Export in sRGB for web — Adobe RGB for print.
- Test at 100% zoom before finalizing — artifacts hide at lower zoom levels.

Example Input

Product type:

"White ceramic coffee mug with black handle"

Original image issues:

"Warm yellow color cast, no shadow, some dust on surface, uneven edges"

Output platform:

"AMAZON"

Brand color standards:

"Pure white background (255,255,255), mug should be true white, not warm"

Why It Works

Most product images from AI generators need retouching — but users don't know what to fix or how to prompt for fixes.

This framework improves outcomes by forcing:

- retouching task classification (clipping, color, shadow, reflection, dust, sharpening)
- product-specific workflow (priority tasks by product type)
- prompt template generation (ready-to-use retouching prompts)
- production checklist (pre-flight for image delivery)
- platform requirements (Amazon, Shopify, social specs)

Failure modes this prevents:

- Messy backgrounds not removed (clipping path missing)
- Inconsistent color across product line (no color correction)
- Floating products with no shadow (looks unprofessional)
- Dust and artifacts left in final image (no cleaning pass)

- Wrong dimensions for platform (rejected or cropped)

This improves on: Raw AI generation. Retouching completes the production workflow.

Related to: PP-01 (Lighting) for shadow direction; PP-05 (Conventions) for category standards.

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