

Haunted October Nights

Ai Art Prompt Workbook
October 2024



NightCafé







A SCARY FUN JOURNEY AWAITS...

Welcome to Haunted October Nights, a month-long journey where creativity meets learning.

Throughout this event, we'll dive into autumn-inspired themes while focusing on improving how we use AI tools and crafting more effective prompts.

Each week brings a new theme, designed to help you better understand the subject while experimenting with AI to bring it to life. Whether you're designing iconic Halloween monsters or the cutest autumnal card, this workbook will guide you through the process, helping you master both the theme and the AI tools that bring your ideas to reality.

Let's explore, learn, and create together!

- The NightCafe Team





HOW TO PARTICIPATE

JOIN THE OFFICIAL CHAT

Join the weekly challenge chat and submit artwork based on the current theme and rules.

ENGAGE WITH THE COMMUNITY

Talk with others in the chat, offering feedback and ideas. FYI: We offer surprise credit tips to those that share their processes!

USE THE APPROPRIATE TAG

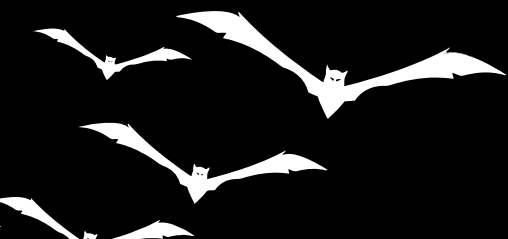
Share your work using the **#hauntedoctobernights** tag for a chance to be featured on the NightCafé explore page!

CHECK OUT TUTORIALS AND TIPS

Look out for helpful content and consider creating some yourself. We'll feature any posts that are a stand out.

CREATE, LEARN, CONNECT

Explore the central theme and push your creativity alongside others, all while learning new techniques.



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ADDITIONAL RESOURCES AND TIPS

- Prompt Comparisons Between Models
- How to Get Your Contributions Featured
- Self Evaluation Checklist



RESOURCE LINKS FOR YOU

- Links to various other resources around the web




FINAL THOUGHTS & ENCOURAGEMENT

- Our letter to you



HAUNTED OCTOBER NIGHTS

WEEK 1: SEASONAL
GRAPHIC DESIGN



WEEK 1: Seasonal Graphic Design

This week's challenge is to create seasonal designs that blend the beauty of fall with the power of AI art tech. Whether you're designing a cozy autumn scene or a haunting Halloween night, the goal is to create professional-quality art that can be used for marketing, personal projects, or professional designs.

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Week 1: Graphic Design Modifiers + Keywords



Autumn Colors

- Golden yellow
- Crimson
- Rust
- Amber
- Mustard yellow
- Chocolate Brown
- Dark Plum
- Sage Green
- Mahogany
- Ochre



Seasonal Elements

- Halloween themes
- Warm colors
- Acorns
- Autumn foliage
- Seasonal spices
- Pumpkins
- Autumn flowers
- Golden lighting
- Cozy Accessories (warm drinks, etc.)



Design Elements

- Seasonal Quotes
- Vector art
- Typography
- Color palette
- Style (retro, etc.)
- Seasonal icons
- Flat design
- Plain background
- Hand-drawn elements



Typography

- Specific font styles
- Legibility
- Headers, subheaders
- Location of text on page (corner, etc.)
- Font pairing



Composition + Balance

- Rule of thirds
- Golden ratio
- Symmetry
- Asymmetry
- Leading lines
- Framing
- Contrast
- Depth of field
- Negative space
- Visual hierarchy



DESIGN, TYPOGRAPHY, + MODEL TIPS

MODEL SPOTLIGHT: GOOGLE IMAGEN 3.0 FAST

For this week's challenge, we're spotlighting **Google Imagen 3.0 Fast** - a model known for its quick generation times, strong typography skills, and excellent prompt adherence. Whether you're designing a professional-quality poster or adding crisp text to your artwork, this model helps bring your ideas to life with ease.

GREAT AT TEXT + ACCESSIBLE TO ALL

This model is particularly good at following instructions for adding text elements like titles, headers, and fonts. It also excels at capturing

exactly what you describe, making it ideal for detailed graphic design work. Lastly, and perhaps most importantly - it's accessible to everyone on NightCafe, regardless of your plan.



EXAMPLE BREAKDOWN

First, we started with a super simple concept: A banner image for a corn maze event taking place on October 31st. From there, we honed in on what elements we wanted featured in the final image. We wanted clowns, drippy font, and everything to be neat, clean, and centered. The prompt to our right is what we ended up with.

Prompt: *professional marketing design. amazing composition. halloween creepy festival poster with a haunted corn field theme, creepy farm elements. title reads 'Haunted Corn Maze' in spooky drippy font at the top, creepy clown with an chainsaw in the shadow, subtitle reads '31 October' in complimentary font at the bottom. font pairing, spooky design, cgi 3d elements*



WE USED GOOGLE IMAGEN 3.0 FAST TO CREATE EVERY IMAGE ON THIS PAGE, HIGHLIGHTING ITS ABILITY TO FOLLOW DETAILED INSTRUCTIONS AND PRODUCE PROFESSIONAL-QUALITY DESIGNS.



PROMPT EXERCISES

Explore these thought-provoking exercises to inspire fresh ideas and help you craft your own professional-level autumn graphics:

AUTUMN FESTIVAL POSTER

Design an autumn festival poster with pumpkins, falling leaves, and the title 'Autumn Harvest' in bold.



HAUNTED HOUSE INVITATION

Create an eerie Halloween party invitation featuring a haunted house under a full moon. Add 'Join Us if You Dare' in cursive at the bottom.



AUTUMN GREETING CARD DESIGN

Design an autumn greeting card featuring fall details and the text 'Happy Fall!' in a whimsical font.



COZY BACKGROUNDS

Create a scene of golden autumn leaves swirling in the wind, glowing jack-o'-lanterns, and a cozy cottage lit by warm candlelight. Use modifiers like high contrast, detailed, professional graphic design for a refined look.





HAUNTED OCTOBER NIGHTS

WEEK 2: ICONIC MONSTERS

WEEK 2: Iconic Monsters

This week is all about tapping into the eerie and unsettling creatures that have left their mark on spooky season. Your challenge is to reimagine these iconic characters in new and unexpected ways using NightCafé's AI art tools! How will your entry stand apart from the rest?

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Week 2: Iconic Monsters

Modifiers + Keywords



Monsters

- Vampires
- Frankenstein's Monster
- Mummies
- Werewolf
- Ghosts
- Zombies
- Cyborg
- Undead
- Aliens



Monster Characteristics

- Weathered skin
- Mummified
- Mutated
- Fanged
- Glowing eyes
- Sharp claws
- Dripping with slime
- Cracked
- Hairy
- Dusty



Setting + Atmosphere

- Eerie
- Haunted
- Misty
- Stormy
- Cavernous
- Otherworldly
- Primordial
- Apocalyptic
- Abandoned
- Dark



Stylistic

- Dark fairy tale
- Retro sci-fi
- Film grain
- Psychedelic
- Cartoonish
- Lovecraftian
- Steampunk
- 16mm film still
- Cine film still
- Claymation



Emotions + Actions

- [expression] facial expression
- Creeping
- Transforming
- Lurking
- Haunting
- Terrifying
- Startling
- Intimidating
- Roaring

PROMPT EXERCISES

Explore these thought-provoking exercises to inspire fresh ideas and help you craft your own monster prompts:

CREATE A REALISTIC MONSTER PORTRAIT

Focus on capturing textures like skin or fur, and think about lighting and mood. Consider the type of camera look (vintage film style or modern hi-res) you want, to add a unique touch.



MONSTER IN MOTION

Build your prompt around motion, dynamic lighting, and capturing the monster's energy. Keywords like motion blur, cinematic action shot, or low-angle view can bring it to life.



AN ICONIC MONSTER IN A NEW SETTING

Think Frankenstein's monster in a futuristic city or Dracula in an ancient forest. Use environmental modifiers like foggy streets or neon-lit skyline to enhance the scene.



HYBRID COMBINATIONS

Combine two different monsters to create a unique creature with distinct features and abilities. Add descriptors like "scaly," "glowing," or "mechanical" to define your hybrid's features.





HAUNTED OCTOBER NIGHTS

WEEK 3: GLOBAL AUTUMN
TRADITIONS

WEEK 3: Global Autumn Traditions

Many countries have unique ways of marking the changing seasons. From the iconic Mexican Día de los Muertos to Diwali in India (and many other parts of the world), this week's theme will explore how different cultures interpret the end of the harvest season and the transition to winter. Incorporate elements from these rich traditions into your designs to celebrate the global diversity of fall celebrations.

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AUTUMN CELEBRATIONS ACROSS CULTURES

As autumn settles in, cultures around the world celebrate this season of change in unique and meaningful ways. Let's explore some of these traditions and their significance, alongside a bit of science behind why fall happens.

Understanding Autumn

Autumn, or fall, occurs due to the Earth's axial tilt. As the planet orbits the sun, the tilt causes shorter days and cooler temperatures in the Northern Hemisphere. This change prompts a shift in both nature and human activity, from harvest festivals to reflective rituals.

Global Celebrations

The **Mid-Autumn Festival (China)** is a celebration of the harvest and the full moon. Families come together to enjoy mooncakes and light lanterns, symbolizing unity and prosperity. This festival, observed during the full moon of the lunar calendar, emphasizes the connection between lunar phases and agricultural success.

Día de los Muertos (Mexico), or the Day of the Dead, honors deceased loved ones through vibrant altars, offerings, and celebrations. This tradition, blending indigenous and Spanish influences, turns



remembrance into a joyful celebration, illustrating a unique cultural approach to death and memory.

Samhain (Celtic Traditions) marks the end of the harvest season and the beginning of winter. It's believed to be a time when the boundary between the living and the dead is thin, allowing communication with ancestors. This ancient festival has shaped many modern Halloween practices, reflecting a historical continuity in seasonal celebrations.

Chuseok (Korea), often called Korean Thanksgiving, is a time for family gatherings and feasting, celebrating the fall harvest and honoring ancestors. This festival highlights the importance of family and agricultural achievements in Korean culture, blending gratitude with communal celebration.

Thanksgiving is celebrated in different forms across the globe, each with its own traditions but unified by the theme of gratitude. From festive meals to special ceremonies, this holiday reflects a universal appreciation for abundance and the blessings of the past year.

Diwali (India), the Festival of Lights, is celebrated by millions across India and other countries. Although it's primarily a Hindu festival, it's embraced by various communities. Diwali marks the victory of light over darkness and good over evil, celebrated with lights, fireworks, and feasts that symbolize renewal and hope.



The Beauty of Tradition

While these traditions highlight the rich tapestry of autumn celebrations around the world, it's important to note that there are many more we couldn't fit in this overview.

Each culture has its own unique way of celebrating this vibrant season, reflecting a shared human experience of honoring change and coming together. We encourage you to explore and learn about other traditions that make this time of year so special.

As trees shed their leaves, we gather with loved ones, reflecting on what the season means to us personally and collectively.



Global Autumn Traditions

Modifiers + Keywords



Global Autumn Festivals, Traditions

- Harvest Festival
- Día de los Muertos
- Samhain
- Moon Festival
- Lantern Festival
- Oktoberfest
- Diwali
- Feast of Sukkot
- Thanksgiving (global variations)



Traditional Colors & Symbols

- Lanterns
- Black cats
- Sugar skulls
- Hay bales
- Full moon
- Crimson leaves
- Golden wheat
- Orange pumpkins
- Fiery sunsets
- Candlelight glow



Seasonal Landscapes

- Cozy coffee shop
- Farmers' market
- Autumn park benches
- Pumpkin patch
- Outdoor fall markets
- Apple orchards
- Leaf-covered sidewalks



Cultural Rituals & Practices

- Apple bobbing
- Lantern processions
- Bonfire celebrations
- Pumpkin carving
- Graveyard visits
- Feasting
- Building altars
- Praying
- Parades in the streets



Use the #hauntedoctobernights tag on socials to share your spooky creations with us!



PROMPT EXERCISES

Explore various aspects of autumn traditions, from the mood and setting to the cultural practices and modern-day interpretations:

FESTIVAL COLORS + ATMOSPHERE

Think about the vibrant hues, lights, and textures of an autumn festival in a specific culture. Start with a cultural event like Día de los Muertos, and layer in color modifiers like “bright marigold flowers” or “glowing lanterns.”



TRADITION IN NATURE

Combine an autumn tradition like Samhain or the Mid-Autumn Festival with seasonal landscapes like “foggy forests” or “moonlit harvest fields.” Then, add more modifiers to reach your desired style.



CULTURAL FEASTS

Capture autumn food traditions like Thanksgiving or Chuseok, describing festive gatherings and seasonal dishes.



URBAN CELEBRATIONS

Picture modern twists on traditional festivals like Diwali or All Saints' Day in busy urban settings.





HAUNTED OCTOBER NIGHTS

WEEK 4: SPOOKY SHOWDOWN

WEEK 4: Seasonal Showcase

We've explored traditions, monsters, and seasonal aesthetics. Now, it's your moment to blend those elements into a jaw-dropping creation! Whether it's an epic monster battle, a dreamy autumnal festival scene, or a haunted autumn landscape, make this one your best!

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PROMPT STARTERS + IDEAS

Stuck? Here are a few thought-starters to get the creativity flowing:

MONSTER BATTLE ROYALE

Create a scene where iconic monsters face off in a dark and mysterious setting. Think Frankenstein's monster battling Dracula in a misty graveyard or mummies fighting werewolves under a full moon.



EERIE FESTIVALS

Design a spooky festival inspired by autumn traditions, combining cultural elements with supernatural undertones. Imagine a Day of the Dead festival with ghosts or a haunted Mid-Autumn Festival under a blood-red moon.



SEASONAL TRANSFORMATION

Focus on the transformation of the natural world during autumn, but with a spooky twist. Picture an autumn forest that's slowly being taken over by darkness, or a peaceful village consumed by shadows.



EPIC HAUNTED SHOWDOWN

Create a final battle scene in a haunted or cursed location. Imagine ghost hunters battling poltergeists in an abandoned mansion or witches facing off in a cursed cemetery.



LEARNING FROM PROMPT MAGIC

For this exercise, we encourage you to experiment with combining simple modifiers and then use the Prompt Magic tool to transform your base prompt into something extraordinary. This will help you understand how modifiers and prompt structure affect your final image,.



MONSTER MASH-UP

1. werewolf, foggy moors, lightning strikes
2. female vampire, ancient castles, candle-lit
3. mummies, museum exhibit, halloween party at the museum



SPOOKY FESTIVALS

1. Día de los Muertos, loving ghostly apparitions, altars dedicated to loved ones
2. Lantern Festival, full moon lighting, haunted rivers
3. Samhain, bonfires, shadowy forest spirits



HAUNTED LANDSCAPES

1. foggy autumn forests, harvest moon, eerie
2. abandoned village, twilight skies, crumbling ruins
3. dark graveyards, misty, glowing jack-o'-lanterns



ADDITIONAL RESOURCES + TIPS



Self Evaluation Checklist

Prompt + Model Comparisons

Additional Relevant Links

PROMPT COMPARISONS ACROSS MODELS

UNDERSTANDING MODEL INTERPRETATIONS

Different AI models interpret prompts in unique ways, which can *significantly* impact the final render. For example, using a simple prompt like "a haunted forest" may yield different results across models due to their training data and algorithms. This is why we suggest learning how to write prompts, since trying different structures can help you discover what works best for what models.



NEGATIVE PROMPTING

If the model allows for negative prompting, you can use it to refine your results. For example, setting a negative prompt of -1 or lower helps to eliminate unwanted styles, themes, and elements. Simply turn the default negative prompt on in the advanced settings.

HOW TO WRITE PROMPTS 101: THE BASICS

- 1. Be specific and use detailed descriptions.** Instead of simply saying "cat," specify "Persian cat, green eyes, sitting on a windowsill."
- 2. Follow a clear format:** Subject, Action, Context, Artist, Medium. For example, you could write, "A serene landscape at sunset, oil painting, inspired by Monet."
- 3. Include key elements** like the *subject* (what you want to depict), the *action* (what is happening), adjectives to describe qualities, the environment (where it's set), and the lighting (specifying the mood).

EACH MODEL IS LIKE A DIFFERENT ARTIST WITH A UNIQUE STYLE

By trying the same prompt across various models, you can see how the same idea can transform based on the model training.

Tap on the images to see the prompt used.

Google Imagen 3.0: Uses vibrant colors and whimsical elements, resulting in a bright and playful interpretation.



SDXL 1.0: Takes a darker approach, emphasizing the film keywords we used in our prompt.



Flux: Casts harsh shadows but overall follows the prompt, while providing amazing contrast and saturation in the colors used.

HAUNTED OCTOBER NIGHTS

ADDITIONAL RESOURCES



Flux



Dreamshaper XL



Google Imagen (PRO)

**AUTUMN, COZY
FIREPLACE, HOT
CHOCOLATE,
MINIMALIST, WARM
TONES, HYGGE,
FALL INTERIOR.**



Flux Schnell



Google Imagen (Fast)



DALL-E 3



HAUNTED OCTOBER NIGHTS

ADDITIONAL RESOURCES



**COTTAGE IN THE
WOODS, AUTUMN
LEAVES SWIRLING,
PUMPKINS ON THE
PORCH, MIST
ROLLING THROUGH
TREES**



HAUNTED OCTOBER NIGHTS

ADDITIONAL RESOURCES



**CARD, HALLOWEEN
NIGHT ELEMENTS,
SPOOKY FOREST,
LANTERNS, EERIE
FOG, BLACK CATS,
WITCH BROOMS**



HAUNTED OCTOBER NIGHTS

ADDITIONAL RESOURCES



Flux



Dreamshaper XL



Google Imagen (PRO)

HAUNTED MANSION,
IVY-COVERED, JACK-
O'-LANTERNS
GLOWING, DARK SKY,
GNARLED TREES,
IRON FENCE



Flux Schnell



Google Imagen (Fast)



DALL-E 3

HAUNTED OCTOBER NIGHTS

ADDITIONAL RESOURCES



Flux



Dreamshaper XL



Google Imagen (PRO)

**VINTAGE
HALLOWEEN
POSTCARD, WITCH,
HARVEST MOON,
PUMPKINS, GLOWING
CANDLELIGHT**



Flux Schnell



DALL-E 3



Google Imagen (Fast)

HAUNTED OCTOBER NIGHTS

ADDITIONAL RESOURCES



Flux



Dreamshaper XL



Google Imagen (PRO)

**“SMALL TOWN IN
FALL, COLORFUL
LEAVES, COZY
SCARVES, NOSTALGIC
SUNLIGHT, ORANGE-
RED TREES**”



Flux Schnell



Google Imagen (Fast)



DALL-E 3





GET FEATURED ONSITE

ENGAGE WITH THE COMMUNITY

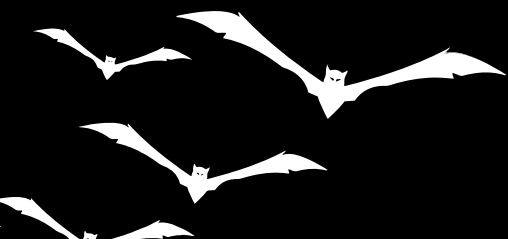
Participate in discussions and provide feedback in the chat. Sharing your creation process can lead to surprise credit rewards!

USE THE APPROPRIATE TAG

Share your work using this month's **#hauntedoctobernights** tag for a chance to be featured on the NightCafé explore page!

SHARE YOUR TUTORIALS AND TIPS

We love highlighting tutorials and advice from our talented community! We encourage you to share helpful tips and insights in the event chat and include them in your image descriptions. Don't forget to tag your creations with **#hauntedoctobernights**.



SELF EVALUATION CHECKLIST

Ready to submit your masterpiece? Here's a quick checklist to make sure you're hitting all the right notes:



CREATIVITY

How well have you integrated the various themes from the past weeks?



VISUAL IMPACT

How striking and engaging is your artwork?



RELEVANCE TO THEME

Does your piece capture the essence of both autumn and the spooky season?



TECHNICAL SKILL

How effectively does your work demonstrate your AI art knowledge and techniques?



ADDITIONAL RESOURCE LINKS

The #autumn Tag Explore Page

Find inspiration from fellow creators. See what's working, and what's not.



Event Chat Link

Connect with participants and share ideas in the official event chat.



NightCafe Lounge Discord

Ask questions and get feedback from our community of over 78K AI art enthusiasts.



Getting Started on NightCafe Article

A helpful guide for newcomers that goes over everything you'll need to know to get started.



NightCafé Knowledge Base

A nice, central information base to help get your questions answered.



LOOKING AHEAD

As we close out this month's journey, we're in awe of the creativity and collaboration that's unfolded. You've brought autumn and Halloween to life, explored iconic monsters, and celebrated traditions from all over the world - all while pushing the boundaries of what's possible.

Focusing on a unified theme has shown us the power of learning and growing together. What truly sets NightCafé apart is this incredible community, where creators support, inspire, and uplift one another at every step.

Your willingness to share tips, push creative boundaries, and embrace new ideas has made this month more than just an event - it's been a celebration of what's possible when AI artists come together. Every piece you've crafted is a reflection of your growth, and it's been an absolute joy to see.

Keep exploring, keep experimenting, and know that your contributions have made a lasting impact. We can't wait to see where your creativity takes you next!

- The NightCafé Team





CREDITS

PDF Design + Creation: Cassandra Hood

And a special thanks to all of our NightCafe community members for your creativity and participation!



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