



AI + PHOTOGRAPHY

**Enhancing the Creative Process
Without Replacing It**



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AI Is a Tool, Not the Strategy

AI doesn't suddenly make someone an art director, photographer, stylist or designer.

And in furniture details matter: scale, proportion, construction, finish, fabric, lighting, architecture and overall brand aesthetic.



The Output Is Only as Good as the Direction

The person directing the AI needs to understand photography and design well enough to communicate things like:

- architectural style
- camera angle/lens perspective
- lighting direction
- materiality
- scale
- styling
- color palette
- negative space
- what absolutely cannot change about the product

AI doesn't eliminate creative expertise. It exposes the lack of it.

Request: I need a straight-on shot of the sofa and cocktail table in the same setting for a retailer’s website, ensuring consistency across all product imagery.



Original

Prompt: Place this sofa face on in this room scene image



Bad AI Attempt



Result: The sofa is awkwardly positioned in front of the fireplace, with a random table floating on the left side of the scene. The cocktail table is also inaccurately represented, missing the center legs and shown at the wrong scale.



Refined Prompt/Direction

Create a high-end, photorealistic editorial furniture photography room scene using the supplied product and room scene reference images.

CAMERA - COMPOSITION
Position the camera directly in front of the sofa, centered on the sofa with very little left-to-right angle. The sofa should read almost completely face-on, as if photographed for a luxury furniture catalog. Use a natural eye-level camera height of approximately 42-48 inches with a 35-50mm full-frame lens equivalent to avoid wide-angle distortion. The sofa is the hero product and should occupy approximately 45-50% of the image width. Place the sofa centered in front of a large wall of cream-painted French doors/windows. Through the windows, show a subtle, softly focused wooded residential landscape with mature trees.

CRITICAL PRODUCT FIDELITY
Use the supplied sofa reference exactly as designed.

Preserve:

- exact sofa silhouette
- exact arm shape and arm height
- three back cushions
- three seat cushions
- cushion thickness and proportions
- base and leg design
- original light warm-gray textured upholstery
- exact overall width-to-height proportions
- two floral accent pillows using the supplied pattern

Do not redesign, reinterpret, simplify, enlarge, shrink, stretch, or change the proportions of the sofa. Use the supplied cocktail table and side-table reference exactly as designed and proportioned. Preserve their wood finish, leg profiles, shelves, dimensions, construction details, and scale relative to the sofa. Place the rectangular wood cocktail table centered in front of the sofa with appropriate designer spacing between the sofa and table. Place the small white sculptural pedestal table beside the left side of the sofa. Place the wood side table beside the right side of the sofa with the ceramic lamp and pleated green shade.

ROOM
Maintain the architectural language of the supplied room photography:

- warm cream walls
- large cream French doors/windows behind the sofa
- light natural oak flooring
- warm natural wood ceiling
- exposed wood ceiling beams
- sophisticated black-and-brass chandelier with multiple ivory drum shades
- pale muted rose/taupe vintage-style area rug
- restrained transitional architecture
- subtle built-in cabinetry at the outer edges of the composition

Remove the two floral armchairs entirely. Do not introduce additional chairs or major furniture pieces.

STYLING
Keep styling elevated, restrained, and appropriate for a premium furniture catalog. On the cocktail table use only a few intentional accessories:

- small stack of neutral books
- aged brass decorative bowl
- white ceramic vase with loose natural greenery
- slender brass candelsticks

Accessories should support the furniture rather than obscure it.

LIGHTING
Create soft natural daylight coming through the windows, balanced with subtle interior fill light. The image should feel bright and airy but not overexposed.

Maintain:

- realistic directional sunlight
- gentle natural shadows
- accurate upholstery texture
- visible wood grain
- realistic material reflections
- natural tonal variation
- subtle depth

Avoid artificial HDR, excessive contrast, orange color casts, or overly perfect CGI lighting.

PHOTOGRAPHIC STYLE
Luxury residential interior photography with the polished editorial quality of a professionally styled furniture catalog. Photorealistic architectural interior photography with the polished editorial quality of a professionally styled furniture catalog. Natural materials, believable scale, accurate perspective, sophisticated styling, and realistic imperfections. The final image should look like an actual professionally photographed room – not an AI rendering.

DO NOT

- Do not alter furniture designs or proportions.
- Do not invent new furniture.
- Do not change the sofa upholstery.
- Do not add armchairs.
- Do not change the floral pillow pattern.
- Do not distort the cocktail table.
- Do not remove or alter the cocktail table's center leg/support structure.
- Do not use an ultra-wide lens.
- Do not create exaggerated perspective.
- Do not make the sofa oversized relative to the room.
- Do not place furniture unnaturally close together.
- Do not create floating furniture or accessories.
- Do not make the scene symmetrical to the point that it feels computer-generated.

Prompt Summary: Create a photorealistic luxury room scene with the camera centered directly on the sofa, looking toward the windows. Keep all supplied furniture exactly as designed and scaled, remove the armchairs, and maintain the warm architecture, natural lighting, and elevated styling of the reference photography.



Final



A photorealistic, high-end living room scene featuring the sofa straight-on as the hero, framed by large windows with warm natural light, accurate furniture scale, and elevated transitional styling that our retailer can use on their website.

AI doesn't replace the creative process. It expands what the creative process can produce.



Better input → Better direction → Better output

Our Best Practices

Our AI Photography Guardrails:

1. Start with a clear creative brief.
2. Protect product accuracy at all costs.
3. Give AI specific art direction—not vague prompts.
4. Use strong source photography.
5. Know what AI should and shouldn't touch.
6. Set a revision/time threshold.
7. Always have a human final review.

If AI changes the product into something we don't actually sell, we don't use the image.

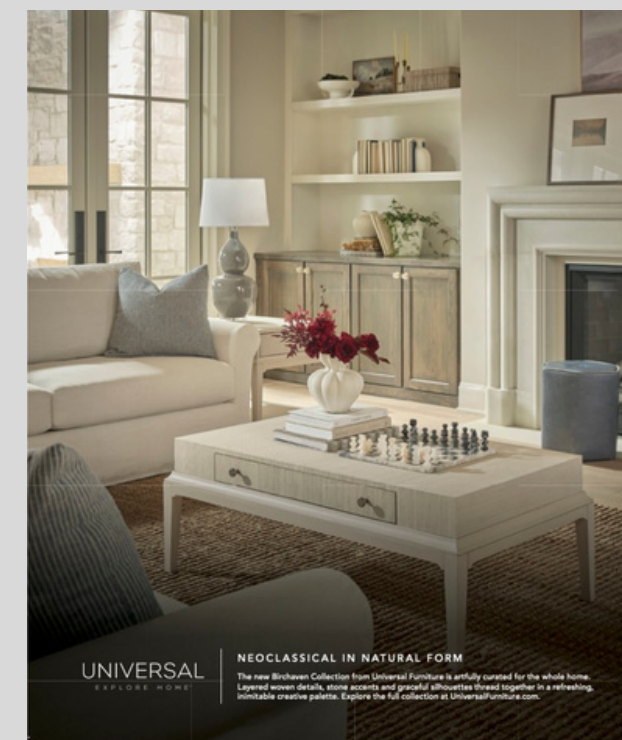


Where We Actually Use AI

- Product swaps – replacing a nightstand or other piece in an existing room scene
- E-commerce imagery – creating room scenes when retailers need specific product configurations
- Fabric + finish changes – quickly visualizing alternate options
- Last-minute silo needs – turning basic or cell phone photography into usable temporary launch imagery
- Product changes – updating imagery when a product, finish, or detail changes after photography is complete

Where We Don't Use AI

- National Advertising
- Editorial Features
- Press & PR

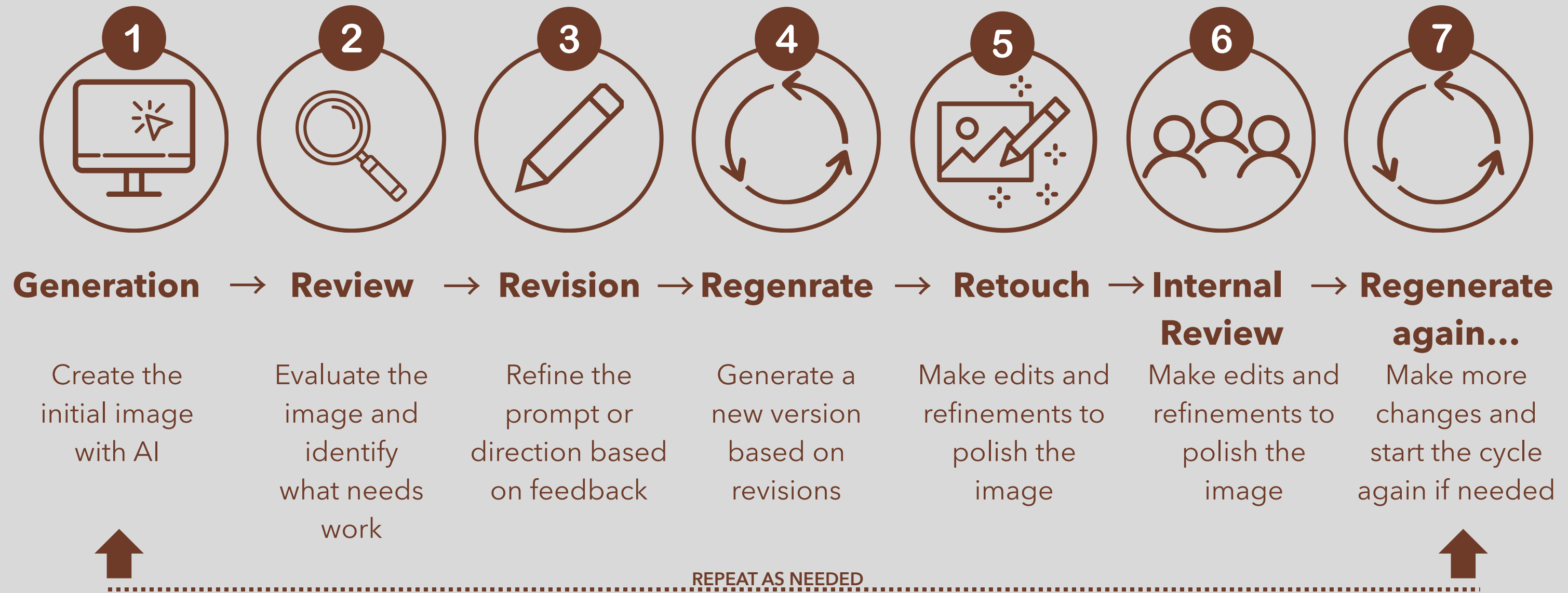


AI Can Save Money...or Blow Your Budget

AI ≠ Automatically Cheaper

THE TRUTH: AI can save time and money but only when it's directed well.

Without a clear plan and strong creative direction, the cycle can eat your budget and your time



We've learned there needs to be a point where you stop. If you're on version 37 trying to fix the same chair leg, AI isn't saving you money anymore.

Our Responsibility: Accuracy. Authenticity. Trust.

AI can create a beautiful image, but it can't replace the emotion and authenticity behind great storytelling. In furniture, there is still a level of distrust when an image feels artificial or disconnected from the actual product. As the technology improves and AI becomes more normalized, that resistance will likely fade but our responsibility is still to use it in a way that supports the story and builds trust rather than sacrificing it.

Emotion, authenticity and storytelling still require a human point of view.