

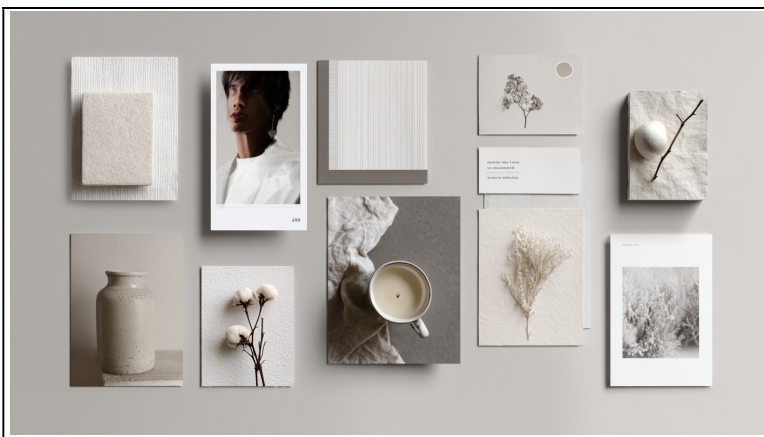
## Kapitel 8 Design und Layout

Prompt Kapitelbild:

editorial design moodboard, bold graphic layouts, a number "8" made from layered paper textures, expressive visual fragments, editorial and publishing context, bold, energetic, expressive mood, high-contrast color palette, black, off-white, saturated accent colors, expressive graphic design, experimental editorial style

Seite 321/322

**prompt** editorial design moodboard, clean graphic layouts, subtle paper textures, minimal visual fragments, editorial and publishing context, calm, controlled, confident mood, muted neutral color palette, off-white, soft grey, restrained accents, minimal editorial design, understated photography, ordered compositions --ar 16:9



*Minimalistisch*

**prompt** editorial design moodboard, bold graphic layouts, layered paper textures, expressive visual fragments, editorial and publishing context, bold, energetic, expressive mood, high-contrast color palette, black, off-white, saturated accent colors, expressive graphic design, experimental editorial style --ar 16:9



*Ausdruckstarker Stil*

Seite 324

**prompt** infographic elements, flat shapes, simple icons, clean lines, corporate and reporting context, reduced color palette with subtle accent color, minimal flat design logic, grid-based modular layout, vector-like appearance, clean edges --ar 16:9



*Minimalistische Corporate-Infografik – reduzierte Farbpalette, klare Linien und einfache Icons in einem modularen Rasterlayout mit sachlicher Reporting-Ästhetik*

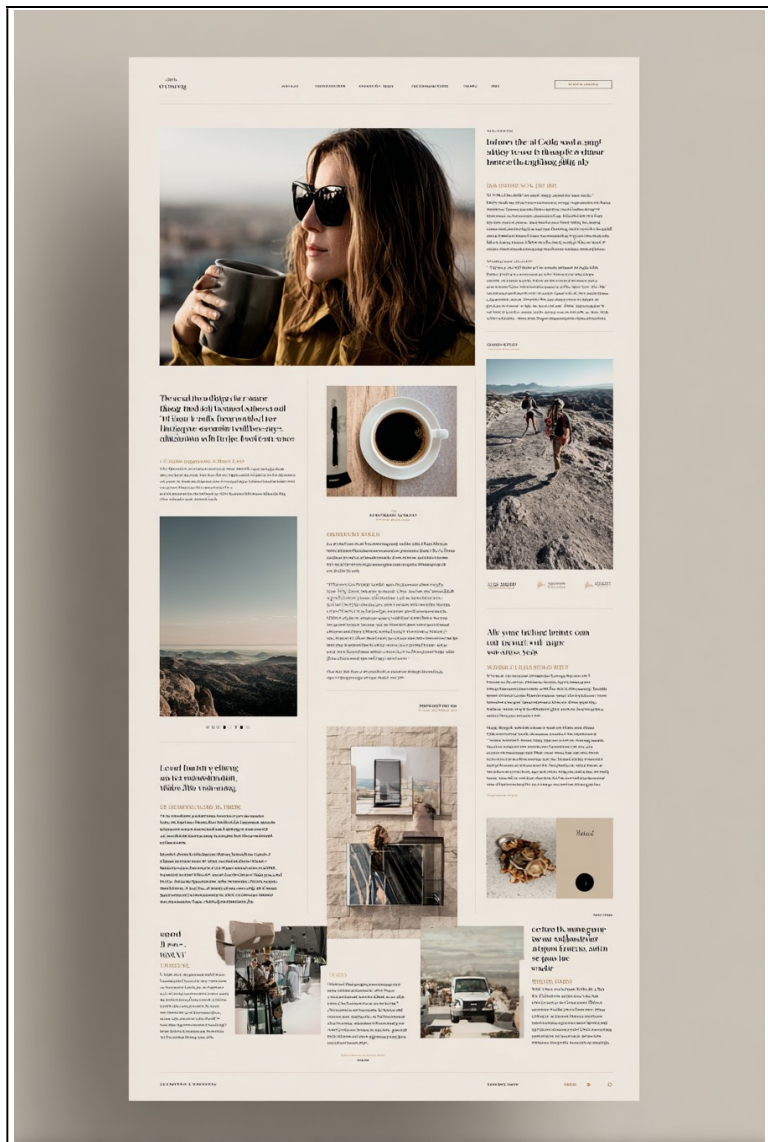
**prompt** infographic elements, symbolic data fragments, storytelling blocks, visual sequences, brand campaign and storytelling context, moody color palette with cinematic contrast, narrative visual design logic, flow-based layout with visual progression, soft lighting effects, subtle grain --ar 16:9



*Narrative Infografik mit filmischer Anmutung*

**Seite 326**

**prompt** website blog design for an online magazine, typography-driven layout with strong editorial hierarchy, expressive headlines paired with highly readable body text, muted neutral color palette supporting longform reading, column-based grid inspired by blogs --ar 2:3



Editorial-Bloglayout eines Online-Magazins – ausgeprägte typografische Hierarchie, lesefreundliche Spaltenstruktur und ruhige Farbpalette

**prompt** landing page design for a perfume launch, headline-driven layout with bold display typography, typography designed to guide attention and conversion, high-contrast palette with strong brand accents, hero-led visual storytelling with minimal text blocks, scroll-based layout structured around typographic rhythm, high-impact, marketing-focused web aesthetic --ar 2:3

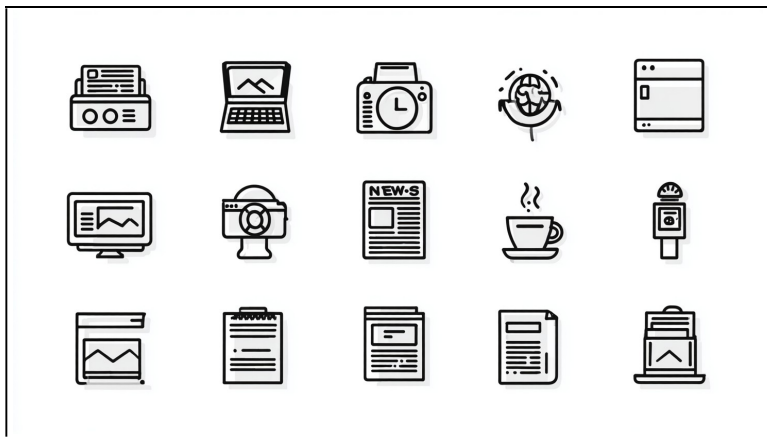




Landingpage für einen Parfum-Launch –  
aufmerksamkeitsstarke <sup>[1]</sup>Typografie, markante Farbkontraste  
und herobasierte Inszenierung

Seite 328/329

**prompt** outline icons for a news and article website, thin consistent stroke, simple linear forms, minimal UI design, isolated icons, consistent proportions and spacing --ar 16:9



*Lineare Outline-Icons für eine News-Website*

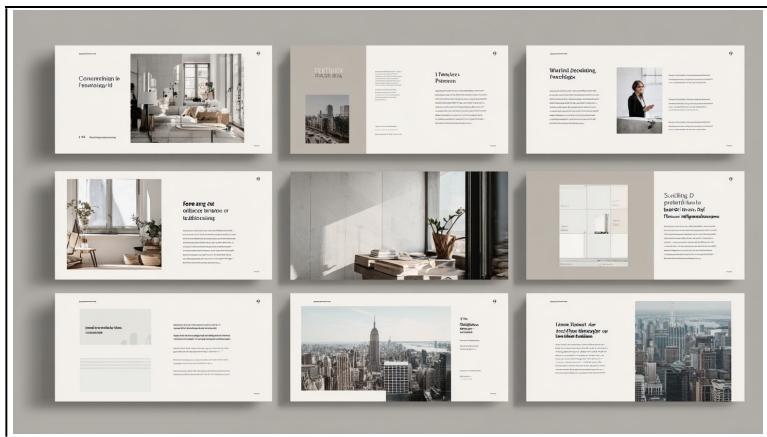
**prompt** isometric icons for a cloud infrastructure dashboard, pseudo-3D forms, icons for servers, networks, storage and workflows, limited color palette with clear color coding, consistent isometric angle, isolated icons --ar 16:9



*Isometrische Cloud-Dashboard-Icons*

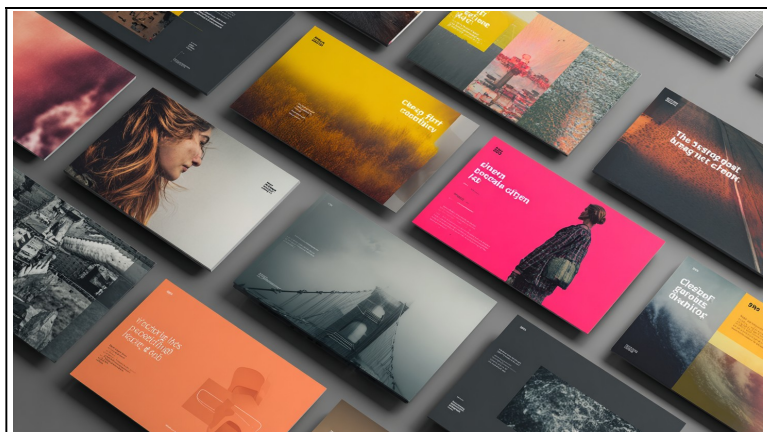
**Seite 331**

**prompt** keynote presentation template, clean slide layouts, large margins, restrained typography, corporate and reporting context, neutral color palette with subtle accent color, minimal corporate design logic, grid-based structure, top-down view, clear hierarchy --ar 16:9



*Minimalistisches Keynote-Template im Corporate-Stil*

**prompt** keynote presentation template, large imagery, expressive typography, bold but ordered compositions, creative pitch and concept context, strong but controlled color palette, creative visual design logic, image-driven layouts, top-down view, clear slide structure, high-impact visuals, polished presentation look --ar 16:9



*Kreatives Pitch-Design*

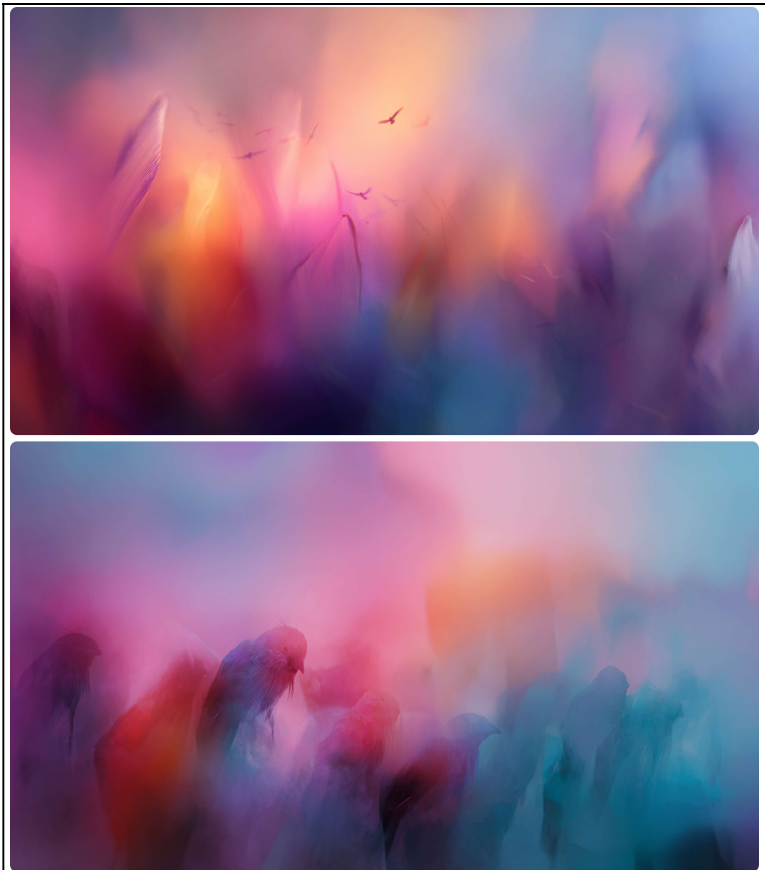
**Seite 332**

**prompt** digital, soft gradient background, color palette: {yellow and green, pink and orange, violet tones, blue, green and turquoise} --chaos 10 --ar 16:9 --raw --stylize 150



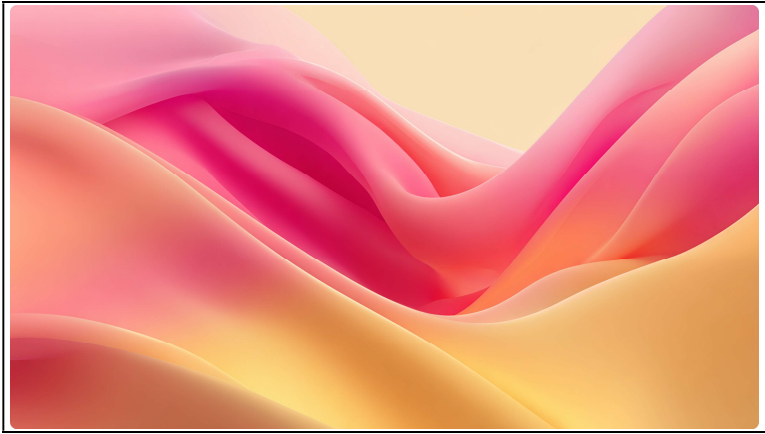
*Weicher Farbverlauf mit variierenden Farbkombinationen*

**prompt** digital concept art, abstract blurred hints of figures of birds as a gradient background, color palette: pink, red, blue and orange with hints of violet blending harmoniously, sense of softness --ar 16:9



*Abstrakter Konzepthintergrund mit verschwommenen Vogelsilhouetten*

**prompt** digital concept art, smooth flowy gradient background, color palette: pink, peach, yellow and beige --ar 16:9



*Fließender Gradient-Hintergrund in softem Pink-, Peach-, Gelb- und Beigetönen*

Seite 334

**prompt** typographic wordmark, "To infinity and beyond" written in electric green and blue neon text in late 1980s retro-futuristic style, featuring cel-painted softness paired with analog distortion, faint glow and VHS-era grainy film texture --ar 16:9 -raw



*Hier hat Midjourney die Texte nicht gut umgesetzt.*

Seite 335

**prompt** minimalist festival poster design, "RETRO FESTIVAL" is written as the headline on top of the poster, on the bottom "SALT LAKE CITY" and "SAT. 12.06.2026" are written in a sans serif font, the poster includes bold shapes and a linocut style black vinyl record, off-white background, concept art --ar 4:5 --raw





*Gute Umsetzung in Nano Banana*

**Seite 339**

**prompt** logo wordmark, "GRAVITY" written in calligraphy made of fluid glass in a futuristic surreal design, iridescent rainbow highlights, glossy and translucent, refracted light scattering, solid black background --ar 16:9 --raw



*Logo-Wortmarke »GRAVITY«*

**prompt** typographic wordmark, "MAGNUM POWER" written in electric green and blue neon text in late 1980s retro-futuristic style, featuring cel-painted softness paired with analog distortion, faint glow and VHS-era grainy film texture --ar 16:9 --raw

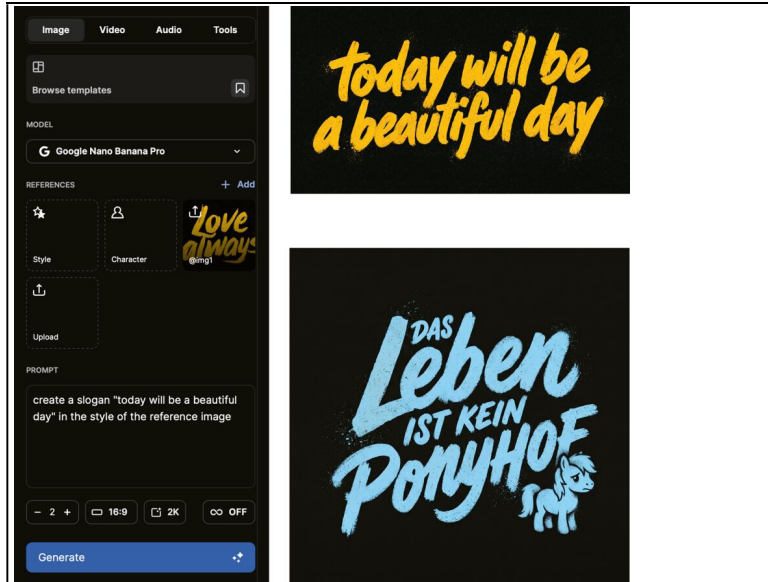


*Retro-futuristische Wortmarke »MAGNUM POWER«*



**prompt** create a slogan "today will be a beautiful day" in the style of the reference image

**B** **prompt** create a slogan "Das Leben ist kein Ponyhof" in the style of the reference image + add a pony in the visual, change the color of the font to be light blue



*Oben rechts ist die Schrift mit den Einstellungen links in Nano Banana Pro zu sehen, erstellt auf Grundlage des Referenzbildes. Unten dann mit abgewandelter Farbe und einem kleinen Visual.*

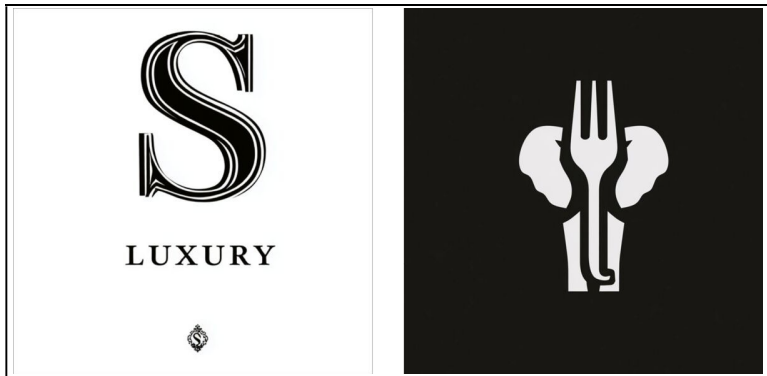
**prompt** create a full alphabet typeface sheet A-Z and numbers 0-9 in the style of the reference image



*Erstellung eines Zeichensatzes mit Nano Banana Pro mit Referenzbild*

**Seite 344**

**prompt** Links: monogram logo design for luxury brand with the single letter "S", elegant serif typography, black and white, clean vector style, centered composition --ar 1:1; rechts: minimal negative space logo design for a food company with a fork and an elephant, geometric symbol with hidden shape, black and white, flat vector style, centered composition --ar 1:1



*Monogramm-Logo und Negativraum-Logo für ein Food-Unternehmen*

**prompt** Links: handwritten script, logo design for a personal brand "Julie Studio", elegant flowing typography, black and white, clean vector style --ar 1:1; rechts: bold brutalist typography logo for creative studio "RAW", heavy sans serif letters, flat vector style --ar 1:1



*Handschriftliche Wortmarke und Bold Typo-Logo*

**Seite 345**

**prompt** 3D render, photorealistic texture of chocolate, solid black background --s 10



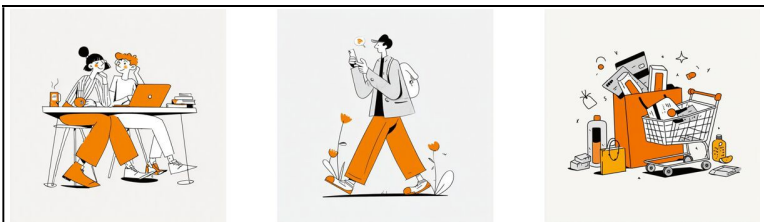
*Ausführung als Schokolade*

Seite 346

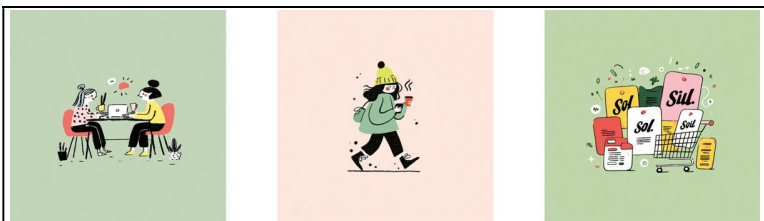
**prompt** brand illustration of two people collaborating at a desk with laptop

**prompt** brand illustration of person walking while using smartphone

**prompt** brand illustration for an ecommerce website interface, visible product cards and shopping cart UI elements



*Prompts mit »--sref 2899492827«*



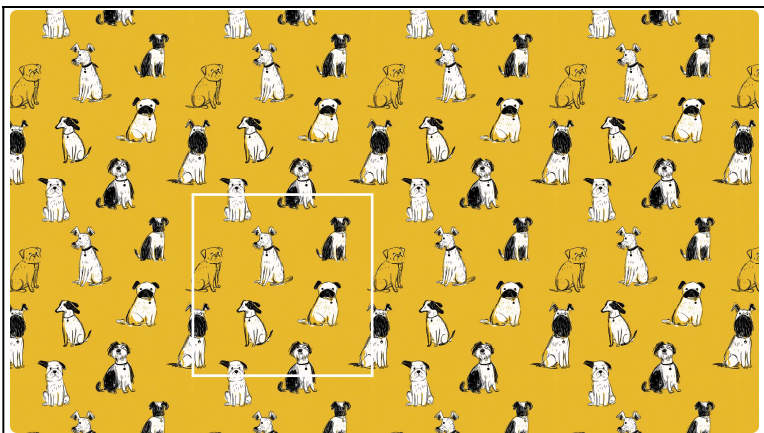
*Prompts mit »--sref 1981984885«*

**prompt** oil painting, brightly colored chickens on a solid white background --tile



*Erstellung eines nahtlosen Musters über den Tile-Parameter*

**prompt** pattern, cute dogs, pen drawing outlines, on solid yellow background --ar 1:1 --tile



*Verspieltes Hunde-Pattern*

**prompt** luxury brand identity mockup, embossed logo on textured paper, gold foil details, dark elegant background, soft dramatic lighting --ar 16:9



*Luxus-Identity-Mockup*



**prompt** sustainable brand identity mockup, recycled paper stationery, earthy color palette, organic composition, natural lighting --ar 16:9



*Nachhaltiges Marken-Mockup*

Seite 350

**prompt** 3x3 Brand Showcase Grid for [BRAND INFORMATION (if needed)]

Use the provided logo (and its constituent parts: mark, logotype, tagline) as the absolute source of truth. The geometry, typography, color palette, and relative proportions must remain 100% identical across all nine frames where the primary mark is used.

Strictly extract the color palette from the provided logo design if not otherwise noted. Use only the exact color tones found in the input for backgrounds, props, materials, and lighting gels. No foreign colors. The visual rhythm must be monochromatic or strictly adhere to the brand colors.

Frame 1: Eye-level hero shot. Primary logo centered on a neutral brand-color backdrop. Soft, diffused lighting creating a subtle, slightly raised printed dimensionality.

Frame 2: Minimalist brand specimen. Circular color swatches and a clean typography poster showing font weights and letterform geometry if applicable.

Frame 3: Extreme close-up of the logo mark embroidered onto high-quality shirt fabric.

Frame 4: Premium packaging mockup.

Frame 5: Stationery suite. A thick-stock business card, letterhead, and heavy envelope arranged in a precise, overlapping architectural composition.

Frame 6: Product hierarchy. Three graduated sizes, each featuring the primary mark, arranged for rhythmic scale.

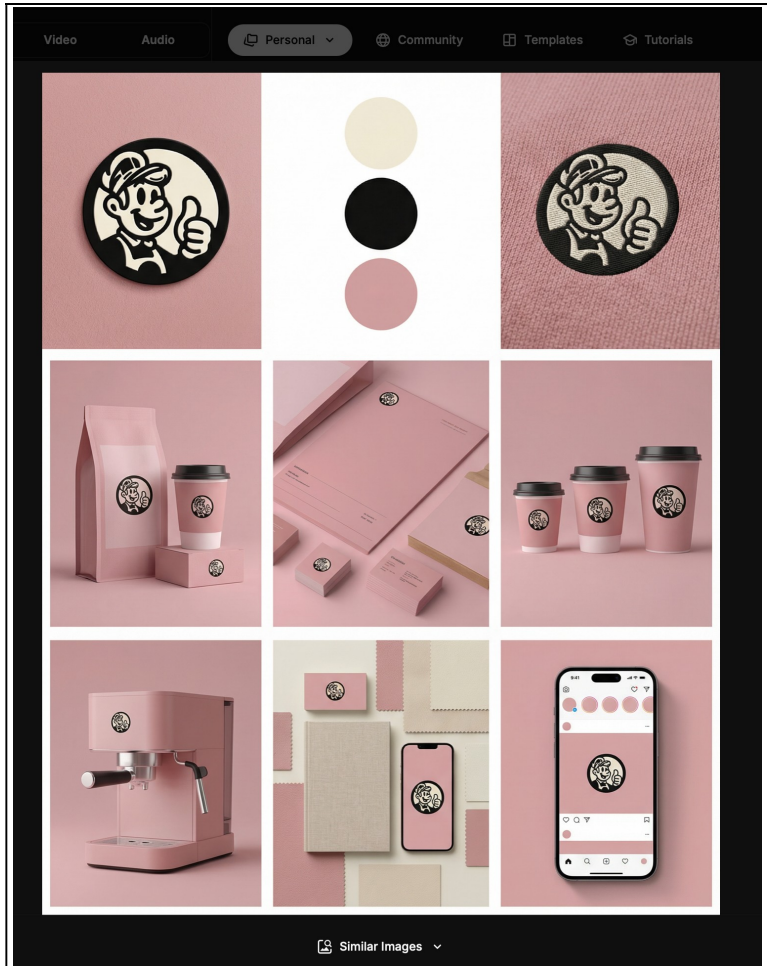


## Midjourney, Rheinwerk Verlag: Promptbeispiele Kapitel 8

Frame 7: Hero product including the Logo in a minimal or playful fitting way.

Frame 8: Overhead flat lay. A curated mini-suite containing a business card, a linen notebook, and a mobile device surrounded by tonal material swatches.

Frame 9: Digital interface. A high-end smartphone screen showing a minimalist 3-post social media grid.



*Model: Google Nano Banana Pro mit Referenzbild*

**Seite 355**

**prompt** packaging design for luxury skincare product line including serum, moisturizer and cleanser made of frosted glass bottles and matte rigid boxes with gold foil embossed logo, premium brand personality, minimal aesthetic with swiss typography system, neutral studio background, soft diffused studio lighting with warm beige and off-white tones, symmetrical lineup presentation with centered hero composition --ar 4:5 --raw



*Hochwertige Skincare-Produktlinie*

**Seite 356/357**

**prompt** visual packaging for a chocolate bar brand made of craft paper with spot UV details, playful, bold graphic pop aesthetic, solid light-blue background, pink accents with saturated color palette, angled dynamic composition with stacked packaging presentation --ar 4:5 --raw



*Verspieltes Schokoladen-Packaging aus Kraftpapier*

**prompt** packaging design for sports energy drink made of aluminum can with holographic foil accents and high gloss finish, bold brand personality, futuristic graphic aesthetic, dark studio setup, cool rim lighting with electric neon accents, dynamic angled hero shot --ar 4:5 --raw



*Sports-Energy-Drink in Aluminiumdose*

Seite 357

**prompt** packaging design for colorful cat food product line featuring illustrated cat characters made of high gloss pouches with vibrant typography and graphic patterns, bold and rebellious pop aesthetic, supermarket shelf environment, bright studio lighting, stacked packaging lineup with dynamic perspective --ar 4:5 --raw



*Farbstarke Katzenfutter-Linie mit illustrierten Charakteren*

Seite 358

**prompt** packaging design for wooden educational toy made of recycled cardboard box with minimal printed label and soft pastel accents, trustworthy brand, scandinavian minimalist aesthetic, minimal home interior environment, soft natural window light with muted pastel palette, centered front-facing composition with clean negative space --ar 4:5 --raw



*Verpackung für ein pädagogisches Holzspielzeug*

**Seite 359/360**

**prompt** packaging design for consumer electronics product line including smartphone and wireless earbuds made of rigid matte boxes with subtle embossing and restrained color coding, refined and premium brand, minimalist industrial aesthetic, clean studio environment, soft diffused lighting with monochrome palette and subtle metallic accents, symmetrical lineup presentation with precise alignment --ar 4:5 --raw



*Premium-Verpackungslinie für Consumer-Electronics*

**prompt** packaging design for premium lifestyle gift set made of rigid matte box with magnetic closure and gold foil embossed logo, premium, high fashion minimal aesthetic, neutral studio environment, soft dramatic spotlight with deep beige and gold tones, open box presentation in centered composition --ar 4:5 --raw





*Premium-Lifestyle-Geschenkset*

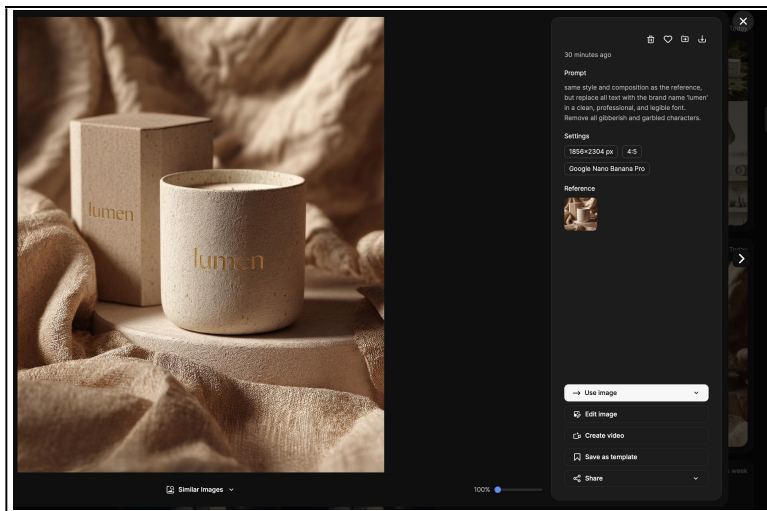
**prompt** packaging design for luxury scented candle made of matte ceramic jar with textured paper label and subtle gold foil embossed logo, high fashion minimal aesthetic, soft fabric backdrop environment, warm ambient lighting with beige and taupe tones, 3/4 angle perspective with pedestal presentation --ar 4:5 --raw



*Nachhaltige Fashion-Shopping-Bag*

**Seite 361**

**prompt** same style and composition as the reference, but replace all text with the brand name '<[BRAND NAME]>' in a clean, professional, and legible font. Remove all gibberish and garbled characters.



*Model: Google Nano Banana Pro mit Referenzbild aus Midjourney*

**Seite 362**

**prompt** A seamless 3x3 storyboard grid consisting of nine high-fidelity panels arranged in a clean layout. Use the reference image as the base product reference. Keep the same product, packaging design, branding, materials, colors, proportions and overall identity across all four panels exactly as the reference. Photorealistic rendering. Lighting style: softbox for soft highlights. Editorial magazine layout style. No text overlays, no borders between frames, clean edges.

Frame 1: A wider shelfie shot showing the product in a curated interior.

Frame 2: Extreme close-up of the label. Shallow depth of field (f/2.8).

Frame 3: The product floating suspended in mid-air at a slight diagonal tilt. Dynamic lighting to separate it from the background. Zero gravity feel.

Frame 4: The product placed on a pedestal. High-end modern art direction.

Frame 5: Eye-level hero shot. Symmetric, centered, neutral background. Soft, diffused lighting accentuating the bottle shape.

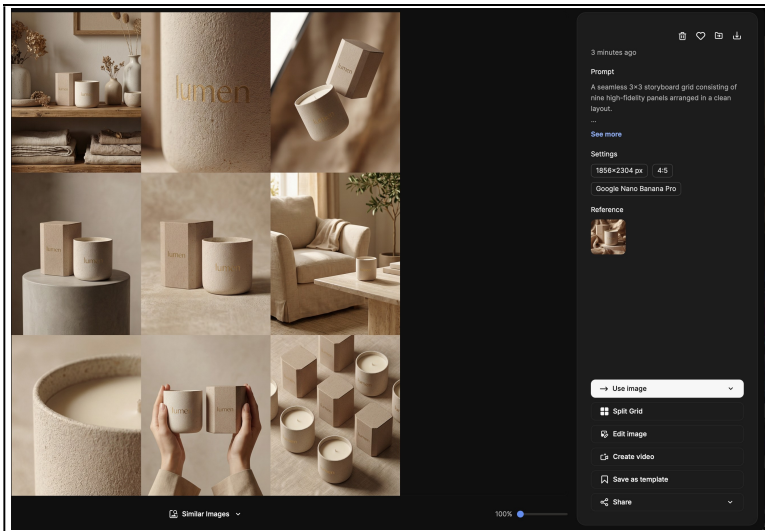
Frame 6: The product in a fitting to the brand environment.

Frame 7: Extreme close-up of the product detail. Focus on the joinery and material transition.

Frame 8: Minimalist shot of hands holding the product gently. Hands are styled neutrally, matching the brand aesthetic.

Frame 9: A "knolling" style shot. 6-8 products arranged in a perfect geometric grid, shot from a high-angle isometric view. Deep focus (f/16).





Model: Google Nano Banana Pro

Seite 363

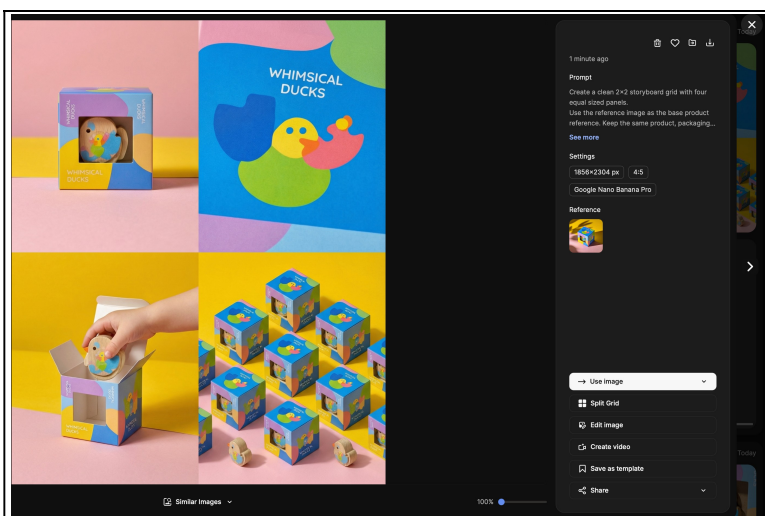
**prompt** Create a clean 2x2 storyboard grid with four equal sized panels. Use the reference image as the base product reference. Keep the same product, packaging design, branding, materials, colors, proportions and overall identity across all four panels exactly as the reference. Photorealistic rendering. Lighting style: Softbox for soft highlights. Editorial magazine layout style. No text overlays, no borders between frames, clean edges.

Frame 1: Front-facing hero shot of the product in a studio setup.

Frame 2: Close-up macro shot with focus centered on the middle of the product.

Frame 3: Product shown in use or interaction on a studio background. Hands and interaction elements are minimal.

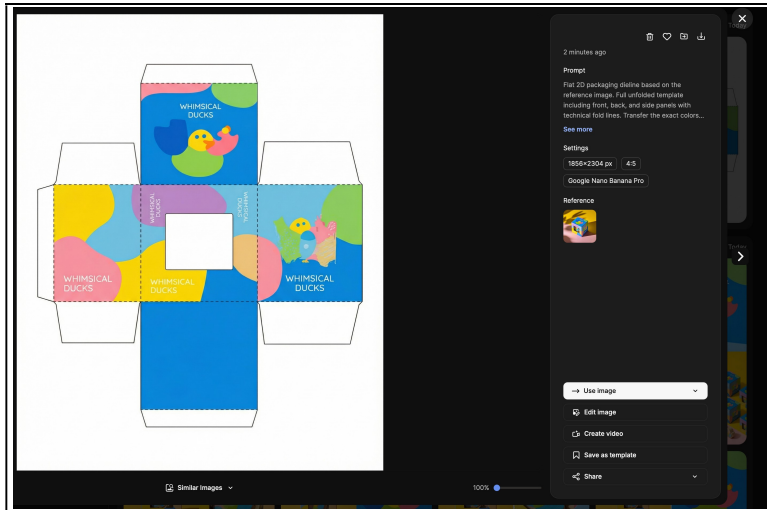
Frame 4: Isometric composition showing multiple products arranged in a precise geometric order.



## Midjourney, Rheinwerk Verlag: Promptbeispiele Kapitel 8

Model: Google Nano Banana Pro, Referenzbild und Prompt für 2×2-Grid

**prompt** Flat 2D packaging dieline based on the reference image. Full unfolded template including front, back, and side panels with technical fold lines. Transfer the exact colors and patterns to the flat layout. Clean vector-style graphic, white background, no 3D depth.



Model: Google Nano Banana Pro, Referenzbild  und Prompt

Seite 366

**prompt** poster design, bold large headline with minimal additional text, gallery exhibition context, refined and minimal design, monochrome black and white palette, centered layout with strong negative space --ar 4:5 --raw



Minimalistisches Ausstellungsplakat

**prompt** risograph poster design, limited color palette, halftone texture, subtle misalignment print effect --ar 4:5



*Risograph-Poster mit limitierter Farbpalette*

**Seite 367**

**prompt** magazine cover design, large masthead with clean sans serif typography and portrait photography, fashion editorial, modern and minimal, muted beige and black palette --ar 4:5 --raw



*Modernes Fashion-Cover*

**prompt** editorial layout design, large playful illustration with structured text columns and clear grid system, children magazine context, joyful and curious mood, pastel color palette with soft accent colors, contemporary kids editorial style, asymmetrical grid composition --ar 16:9 --raw



*Kindermagazin-Layout*

**Seite 368**

**prompt** book cover design, bold headline typography with strong graphic block element, business publication, black and red palette, contemporary editorial style, strong vertical hierarchy, inspired by spot UV coating and matte laminate finish --ar 4:5 --raw



*Business-Publikation*

**Seite 369**

**prompt** flyer design, clear typographic hierarchy with date, location and key information blocks, animal shelter event, uplifting, colorful with animal portrait, modern grid-based layout style --ar 4:5 --raw





*Event-Flyer für ein Tierheim*

**prompt** flyer leporello design, clear typographic hierarchy with date, location and key information blocks, corporate event context, professional and clean, monochrome palette with blue accent, modern grid-based layout style, structured column composition --ar 16:9 --raw



*Leporello-Flyer im Corporate-Kontext*

**Seite 370**

**prompt** sticker sheet design, bold statement stickers for a skate brand, streetwear context, expressive and playful, contemporary graphic style, holographic --ar 16:9 --raw



*Stickerbogen für eine Skate-Brand*

Seite 371

**prompt** birthday invitation design, bold oversized typography with playful graphic shapes, fun and energetic mood, vibrant primary color palette, contemporary graphic style, centered composition with dynamic layout, risograph print texture and matte paper finish --ar 4:5 --raw



*Typografische Geburtstagskarte*

**prompt** wedding invitation design, refined serif typography with subtle monogram detail, clean layout with generous margins, romantic and elegant mood, soft ivory and muted sage green color palette, centered composition with balanced white space, thick cotton paper stock and blind emboss detail --ar 4:5 --raw





*Elegante Hochzeitskarte*