

DANIEL GUERRA / Treatment

BEFORE THE FRAME

A creative playbook.
An idea before an image.

YOUR IDEA. YOUR CREATIVE CALL.
October 2026



Introduce

AN OPEN MIND. A NEW PERSPECTIVE.

MY JOURNEY

Choosing LABASAD's online Master opened a new chapter in my creative work. Across contents, advertising, motion design and experiments for my portfolio, I began to see AI as more than a way to produce an image.

Daniel Guerra / Creative Producer

WITH GRATITUDE

I am deeply grateful to the teachers whose generosity, experience and challenging questions expanded the way I see, think and create.

WHAT THIS BECAME

Before the Frame grew from that journey: a way to explore possibilities while keeping human intention and creative judgement at the centre.

FIND YOUR WAY IN

01 / WHY THIS EXISTS · 04–10

The project's rationale, practice-based research, and the vision for Before the Frame.

03 / MAKE IT YOURS · 18–24

Image-to-motion thinking, selected work, creative judgement, and ways to try the app or collaborate.

02 / TRY THE METHOD · 11–17

Five questions, a structured prompt, and a real café example comparing a quick request with a developed direction.

A THOUGHT I RETURN TO

“The mind converts and changes every hindrance to its activity into an aid.”

MARCUS AURELIUS

Meditations 5.20 / George Long translation



DEVELOPING AN IDEA INTO A VISUAL DIRECTION

You may have an image in mind without knowing how to develop it. A business owner may ask: “What could I post to attract attention—and still feel like my brand?”

Before the Frame supports this process of visual articulation. Guided questions help translate an initial intention into a coherent brief, an editable creative direction and a structured production prompt.

The aim: purposeful exploration, with room for personal taste.



WHAT IS WORTH VISUALISING?

A turning point

“What is the idea worth visualising in the first place?”

A question raised in feedback from my teacher, Jab.

My response

I moved one step earlier: from producing a cinematic proof to helping someone discover and choose the creative idea first.



Brief → insight → visual idea → direction → proof

WHY THIS APPROACH?

Throughout the Master, I collected references, research notes and experimental outputs, exploring different prompt formats and structures across creative briefs.

This body of practice informed a flexible guide: begin with a visual intention, then revise the scene, style and production instructions to suit the project.

The structure supports the user's judgement while allowing the idea to evolve.

An exploratory design process; effectiveness still requires evaluation with users.





THE VISION

SEE WHAT YOUR IDEA COULD BECOME

Make the first creative decision approachable enough for someone to try it for themselves.

A business owner can start with an offer. A creative professional can use the same process to open a better conversation about a brief.

THE MISSION

THE AIM

Turn a vague request into a direction with a clear purpose, a specific scene, and facts you can stand behind.

Better prompting begins with better creative decisions.

BETTER PROMPTS. BETTER RESULTS.

WHAT MAKES A PROMPT USEFUL?

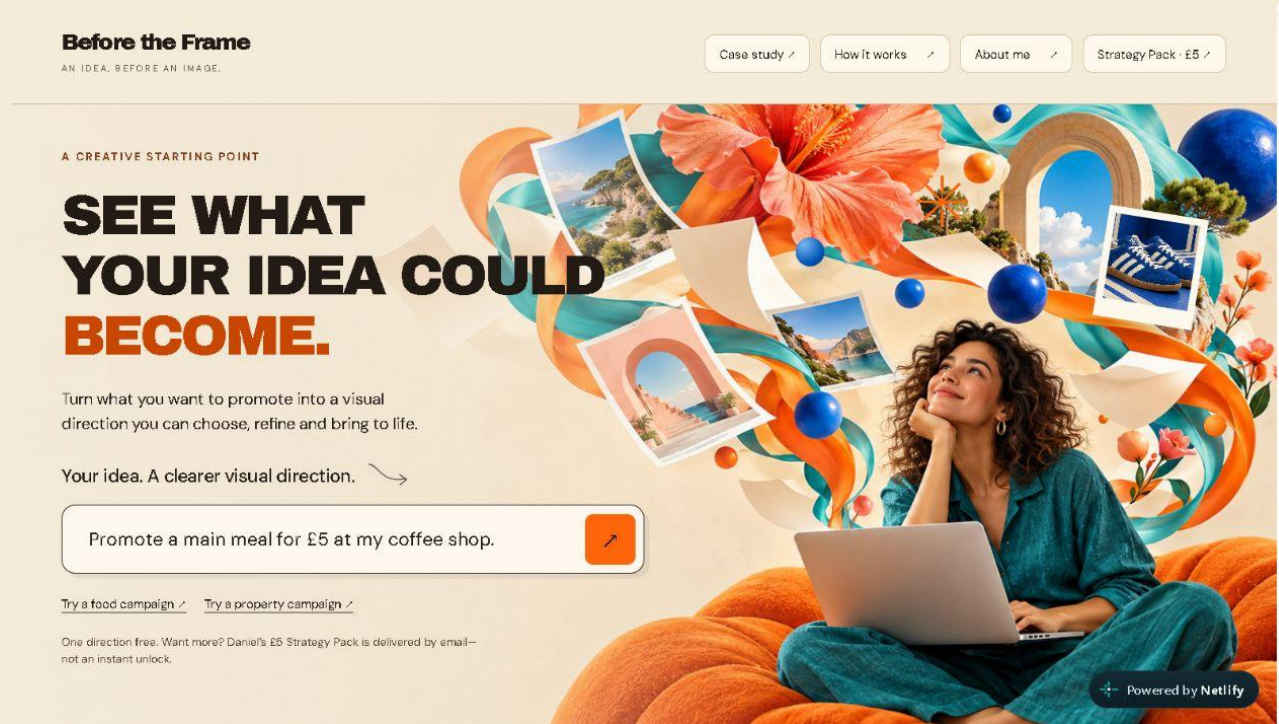
It explains what to show and why. It gives the generator deliberate choices about composition, style and exact copy.

WHAT STILL MATTERS?

The model, the reference material and your review of the result. A longer prompt alone does not guarantee a stronger idea.

MEET BEFORE THE FRAME

A GUIDE YOU CAN ACTUALLY TRY



Start with your offer

The free prototype helps you review a brief, develop one prepared starting approach, and refine the scene, words and style.

Take the direction forward

Leave with a text proposal and an image prompt for your chosen tool. After image review, a free six-second motion prompt is available.

MAKE THE BRIEF CLEAR

Before the Frame
AN IDEA, BEFORE AN IMAGE.

Case study ↗How It works ↗About me ↗Strategy Pack · £5 ↗

1 Your brief2 Explore ideas3 Make it yours4 Your direction

PAUSE BEFORE THE IDEAS

DOES THIS SOUND RIGHT?

Check the essentials. Change anything that does not feel right.

WHAT YOU WANT ↗ Edit
Promote a main meal for £5 at my coffee shop.

ABOUT YOU ↗ Edit
An independent coffee shop promoting a main meal for £5. This is a fictional example for a creative playbook.
No shop name, meal ingredients, opening times, discount, availability limit or included drink has been supplied.

WHO IT IS FOR ↗ Edit

KEEP IT ACCURATE ↗ Edit

Powered by Netlify

01 What do you want to achieve?

02 What do you offer?

03 Who is it for?

04 What must remain accurate?

05 How should it feel?

Review the answers before exploring.
The brief is yours to correct.

GIVE THE IMAGE A REASON TO EXIST



Then review the output as critically as you wrote the prompt.

What should we see?

Name the subject, setting and action. Decide the viewpoint and leave room for the message.

How should it feel?

Choose the light, colour and materials deliberately. Keep exact wording and factual boundaries visible.

ONE OFFER. TWO WAYS TO BRIEF IT.

THE SHARED OFFER

Promote a main meal for £5 at a coffee shop.

No real café name, menu photograph, location or included drink was supplied.

THE COMPARISON

A short request entered directly into the image tool.

A direction developed in Before the Frame, refined by a human, then sent to the same image tool.

One fictional, illustrative run. This is not a controlled benchmark or a sales-performance claim.

LET THE GENERATOR FILL THE GAPS

“Make a promotion for my coffee shop with the price £5 for a main meal.”

Shared format: portrait 4:5.

The result is already appetising, and the price is clear. It also chooses a generic café identity, decorative lettering and supporting elements that were not specified.

A useful first image. Many decisions are still implicit.



A PROPER PAUSE

Purpose: make a simple café meal feel like a worthwhile pause.

Scene: one illustrative sandwich and chips, cream tabletop, orange napkin, no drink or invented café branding.

Style: warm editorial food photography with clear space.

Exact copy: "A proper pause."

Offer: "Main meal £5".

The app structured the direction. The human refined it.



SAME OFFER. A DIFFERENT DIRECTION.



QUICK REQUEST



DEVELOPED DIRECTION

COMPARE THE DECISIONS

THE QUICK REQUEST

A prominent £5 price.

An appetising meal.

A largely generator-chosen identity and visual style.

THE DEVELOPED DIRECTION

A chosen message: a proper pause.

A restrained scene and colour language.

No invented café name or included drink.

Judge clarity, accuracy and fit to the idea. A preferred look is not proof of better campaign performance.

PROMPT DESIGN FOR REALISTIC VIDEO

During the Master, I used generative video models to explore realistic advertising scenes. Prompt design helped communicate the intended visual and its movement.

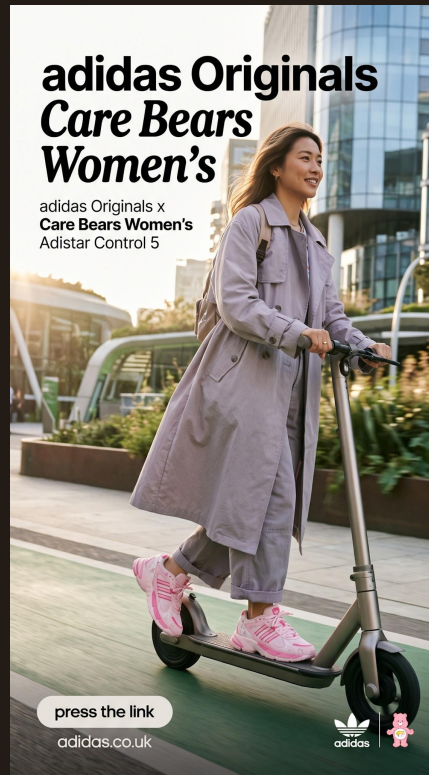
The image establishes appearance; the motion prompt specifies action, camera movement, timing and continuity.

After uploading the image, the user assesses its fit and refines the direction to their taste before requesting a motion prompt.

Illustrative visual study. Video generation takes place in an external model.



ONE METHOD. DIFFERENT VISUAL CHOICES.



Intention shapes the visual

Fashion and lifestyle studies explore different compositions, lighting and visual tones. Each direction can be revised to reflect the intended audience and the creator's judgement.

Evaluate, then refine

Selected AI-assisted speculative studies. Images illustrate visual development; they are not outputs generated inside the app.

MY DIRECTION. AI POSSIBILITIES.

WHAT AI CONTRIBUTES

A way to explore visual possibilities, develop references and turn production instructions into assets.

WHAT I CONTRIBUTE

The question, the concept, the selection, the story, and the standard the final work must meet.

MY PRACTICE

Film, advertising and motion design connect the idea to the final frame. Before the Frame makes the starting decision visible.

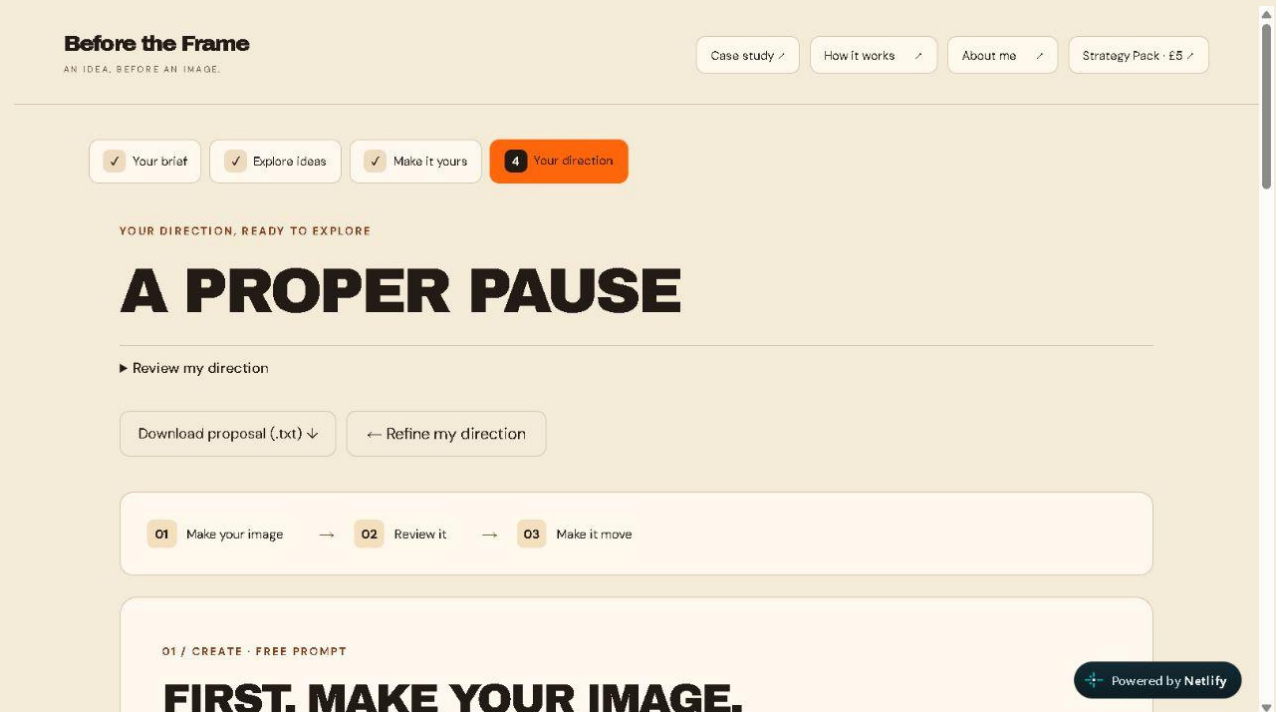
The free app uses prepared approaches. AI production happens in external tools.

MORE CONTROL STARTS WITH CLARITY

The first output can already be strong.
The value of refinement is making the message and creative choices more deliberate.

Prepared defaults still need judgement.
Generic copy, typography and invented details should be reviewed before a direction becomes a campaign.

A polished picture is the beginning of the review.



WHAT'S NEXT

LET REAL USE.

THE NEXT TEST

Invite new users to try a brief without explanation.

Observe hesitation and ask what they believe the tool produces.

These are proposed next steps, not completed research or confirmed product features.



SHAPE THE NEXT VERSION

BEYOND THE MASTER

Use the project in the MagicSkills portfolio and in real creative conversations.

Develop the workflow around feedback before adding connected generation.

CHOOSE YOUR NEXT STEP

TRY IT YOURSELF. GO FURTHER WITH DANIEL.

EXPLORE / FREE

One prepared creative approach.
An editable brief, scene and style.
A text proposal and image prompt.
A six-second prompt after image review.

No account required.

STRATEGY PACK / £5

Prepared by Daniel and delivered by email
within 3 working days.

Your confirmed brief, three visual routes with
rationale, and tailored image prompts.

Separate finished production can be
discussed.

One-off service; applicable tax shown at checkout. The pack does not include generated media or an instant app unlock.

START WITH YOUR IDEA.

Your idea. Your creative call.

TRY BEFORE THE FRAME

Have a campaign in mind?

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