Cover

Front matter and model-readable routing layer

Title

AGI-Level Generative Visual Content Knowledge Base
A routable creative intelligence system for images, video, mixed reality overlays, editing, audio, captions, advertising craft, and professional visual production.

Moussaif Visual Genesis Engine - MVGE v1.0
Conceptual design and synthesis: Zouhair Moussaif

Core promise

This book is organized as a knowledge base rather than a linear essay. A model should route by input type, output type, asset type, scene function, editing need, and quality gate. It combines contemporary generative AI practice with cinema, graphic design, typography, data visualization, mixed reality, sound, advertising strategy, verification, and AGI-style planning loops.

Method

The book distinguishes stable knowledge, current practice, contested claims, operational heuristics, and new Moussaif theories. It treats new theories as testable frameworks, not proven facts.

Implementation checklist

For "Cover": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

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Diagnostic questions

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Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
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Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

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Title and Attribution

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Work identity

English research knowledge base. A4 PDF. Dense, model-routable, production-oriented. Designed to serve as a master KB for generative visual content: text-to-image, image-to-video, video-to-video, editing, compositing, captioning, audio, mixed reality and campaign packaging.

Authorial note

Prepared as a synthesis framework for Zouhair Moussaif. The named models, products, and papers are used as reference points and may evolve. For practical deployment, verify current terms, model availability, rights, safety policy, and platform limits.

Proof ladder

Known / Strongly Supported / Widely Practiced / Contested / Inference / New Theory / Operational Heuristic / Speculative but testable

Implementation checklist

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Methodological Warning: Do Not Confuse Realism with Truth

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Central warning

A visual generation system can produce high-fidelity surfaces while failing at physics, causality, chronology, identity, rights, or factual provenance. Therefore this KB never treats visual realism as proof. It separates aesthetic plausibility from factual reliability, and it makes provenance, consent, copyright, safety and disclosure part of the production pipeline.

For generated video

Temporal coherence, natural motion and cinematic lighting are not enough. A professional clip must also preserve identity, obey material constraints, maintain camera logic, align with audio, and avoid deceptive factual claims unless it is clearly labelled as reconstruction or fiction.

For generated images

A high-quality still image must pass composition, material, light, anatomy, brand, text-rendering, originality, and delivery tests. If it contains charts, tables, labels or mixed-reality overlays, the visual layer must be semantically and spatially anchored.

Implementation checklist

For "Methodological Warning: Do Not Confuse Realism": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

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Executive Summary I - The Creative Intelligence Stack

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Stack definition

The AGI-level creative stack is not a single prompt. It is a loop: intent extraction -> asset typing -> ontology -> reference decomposition -> scene causality -> generation -> edit -> mixed reality / caption / audio integration -> verification -> memory. The system must know when to call image generation, video generation, inpainting, compositing, typography, data visualization, sound, or manual editing.

The decisive shift

The old workflow asks: What prompt creates this image? The AGI-level workflow asks: What production system generates, verifies, edits, packages and remembers this creative object under constraints? The second question produces professional outputs because it treats every output as a governed object, not a lucky sample.

Main theorem (operational)

A visual output reaches agency-grade quality when intent, ontology, references, scene causality, craft language, edit logic, and verification form a closed loop. If any link is missing, the output tends toward slop even when the pixels look expensive.

Implementation checklist

For "Executive Summary I - The Creative Intelligenc": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

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Executive Summary II - How a Model Should Use This KB

Front matter and model-readable routing layer

Routing principle

The model should first classify the request by output, then by input, then by production risk. Example: product image -> product truth + reference fusion + lighting + composition + caption + brand QC. Avatar video -> identity + voice + phoneme timing + gesture + background + caption + consent. Mixed-reality explainer -> data integrity + chart design + perspective + occlusion + narration.

Fast selection

For every task, the model should select: 1) the output route, 2) the asset graph, 3) the required controls, 4) the creative grammar, 5) the editing pass, 6) the evaluation metrics, and 7) the final delivery specs. The system must never jump from user wish to final generation without these routing decisions.

Model memory

The model should store successful prompts, failed artifacts, reference decompositions, aesthetic choices, brand constraints, QC scores and revisions. This turns the KB from static information into a compounding creative engine.

Implementation checklist

For "Executive Summary II - How a Model Should Use ": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
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Non-slop guarantee

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Model retrieval slot

When the active task touches "Executive Summary II - How a Model Should ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

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Global Output Router

Front matter and model-readable routing layer

User asks for	Primary modules
Hero image	Intent, image generation, composition, lighting, typography, brand QC
Cinematic video	Video generation, shot grammar, motion physics, editing, audio, temporal QC
Image edit	Masking, local/global edit, reference preservation, light/shadow repair
Mixed reality	Data overlay, perspective, occlusion, typography, credibility audit
Avatar lip-sync	Identity, voice, phoneme timing, gesture, ethics, captioning
Campaign pack	Master concept, multi-format routing, asset graph, versioning

Router logic

The route is not chosen by model taste but by production risk. Outputs containing humans, brand claims, factual overlays, medical/legal/political topics, or documentary material require stricter provenance and disclosure gates. Outputs for entertainment may prioritize novelty, but still need safety, rights, and non-deceptive boundaries.

Routing formula

Route = Output Type + Input Type + Risk Level + Craft Goal + Delivery Platform + Verification Need.

Implementation checklist

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Model retrieval slot

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Input Taxonomy: Everything the System Can Receive

Front matter and model-readable routing layer

Input classes

Text prompt, script, creative brief, voiceover, music, reference image, product photo, style guide, brand book, storyboard, raw footage, 3D model, mask, depth map, pose, bounding box, segmentation map, spreadsheet, chart, logo, UI mockup, webpage, transcript, subtitles, location photos, moodboard, camera path, legal disclaimer, platform spec.

Normalization rule

Every input becomes a typed node in the Visual Asset Graph. The model must not treat a brand logo like a style reference, a source chart like decorative texture, or a product photo like freely editable concept art. Type controls rights, priority, edit freedom, and verification.

Hidden input

The most important input is often unstated: the audience belief change required by the output. Extract that before generating visuals.

Implementation checklist

For "Input Taxonomy: Everything the System Can Rece": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

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Output Taxonomy: Everything the System Can Produce

Front matter and model-readable routing layer

Output families

Photorealistic still, illustration, poster, thumbnail, banner, product render, storyboard, animatic, social reel, cinematic shot, avatar video, lip-sync clip, explainer, mixed-reality overlay, edited footage, VFX repair shot, motion graphic, 3D/4D scene, data video, brand campaign pack, product page visuals, documentary reconstruction, educational diagram, music video, UI/UX asset, AR-style layer.

Output constraints

Each output has delivery physics: aspect ratio, resolution, duration, frame rate, platform crop, safe area, codec, caption policy, audio loudness, file size, transparency, color space, accessibility and metadata. A finished generation without delivery constraints is only a draft.

Output quality ladder

Draft -> usable -> professional -> agency-grade -> hero asset. The jump from professional to hero asset requires concept strength, craft coherence, high-fidelity detail, edit polish, brand fit, and memory reuse.

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Visual Ontology Map

Front matter and model-readable routing layer

Ontological status

Generative visual content is not merely an image or a video. It is a composite object: instruction, latent generation, reference relation, scene graph, temporal system, edit sequence, audio layer, distribution object, and trust artifact. Treating it as a single file is the first methodological error.

Core objects

Entities include subject, character, product, environment, prop, light source, camera, material, surface, text layer, chart layer, sound event, transition, brand token, and verification note. Relations include scale, occlusion, reflection, causality, gaze, interaction, timing, hierarchy and rights.

AGI implication

The model should reason across objects and relations before sampling pixels. That is the difference between visual prompting and visual intelligence.

Implementation checklist

For "Visual Ontology Map": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

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Source Matrix and Use of Evidence

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Source policy

The book uses academic papers, model reports, official product documentation and classic craft books. It does not treat vendor marketing as proof of capability; official docs establish availability and feature descriptions, while benchmarks and critical papers establish limitations.

Source families

Generation architecture: diffusion, latent diffusion, Diffusion Transformer, rectified flow. Control: ControlNet, masks, depth, pose, segmentation, references. Video: world-model debate, temporal coherence, current systems. Craft: film grammar, editing, typography, color, visual evidence. Operations: node graphs, asset graphs, QC gates.

Evidence discipline

When the KB proposes Moussaif theories, those are operational synthesis frameworks. They are not claims that current models possess AGI. They are methods to route, test and improve creative production.

Implementation checklist

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Source Matrix 1

Front matter and model-readable routing layer

Key	Reference / use
S01	Ho et al.. Denoising Diffusion Probabilistic Models. Paper, 2020. Use: Diffusion base mechanism and sampling logic.
S02	Rombach et al.. High-Resolution Image Synthesis with Latent Diffusion Models. CVPR / arXiv, 2022. Use: Latent-space generation, inpainting, super-resolution, efficient high-resolution synthesis.
S03	Zhang, Rao, Agrawala. Adding Conditional Control to Text-to-Image Diffusion Models (ControlNet). Paper, 2023. Use: Spatial conditioning: edges, depth, pose, segmentation, masks.
S04	OpenAI. Video generation models as world simulators / Sora technical note. Technical report, 2024. Use: Patch-based visual data representation; generalist video and image model; public limits.
S05	Yang et al.. CogVideoX: Text-to-Video Diffusion Models with an Expert Transformer. Paper, 2024. Use: DiT video model design, narrative alignment, 10-second generation.
S06	Ma et al.. Latte: Latent Diffusion Transformer for Video Generation. Paper, 2024. Use: Latent Diffusion Transformer and spatial-temporal token decomposition.
S07	Zhu et al.. Is Sora a World Simulator? General World Models Survey. Survey, 2024. Use: World-model framing, limits and research directions.
S08	Motamed et al.. Do generative video models learn physical principles? Physics-IQ. Benchmark paper, 2025. Use: Visual realism does not imply physical understanding; physics benchmark orientation.

How sources are used

The key references support architectural understanding, controllability, editing limitations, temporal realism, current product capabilities, and craft language. The KB then converts those into production tools, routing decisions and evaluation criteria.

Implementation checklist

For "Source Matrix 1": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

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Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Source Matrix 1", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Source Matrix 2

Front matter and model-readable routing layer

Key	Reference / use
S09	Black Forest Labs. FLUX.1 Kontext: Flow Matching for In-Context Image Generation and Editing. Technical report / model card, 2025. Use: Unified image generation/editing, local/global edits, reference/style/character consistency.
S10	Google DeepMind. Veo 3 / Veo 3.1 official materials. Model docs, 2025. Use: Native audio, creative controls, image-to-video, narrative control.
S11	Runway. Gen-4 official research and help docs. Model docs, 2025. Use: Reference-based world consistency, subject/style/location persistence.
S12	Adobe. Firefly and Firefly Video official materials. Product docs, 2025-2026. Use: Commercial-safe generation, image/video/audio/vector workflows, editing integration.
S13	OpenAI. GPT Image API and 4o image generation official materials. API docs / release, 2025-2026. Use: Conversational and in-context image generation/editing workflows.
S14	Comfy-Org. ComfyUI official repository. Open-source software, 2025-2026. Use: Node-graph workflows for Stable Diffusion and modular visual pipelines.
S15	Lee et al.. Dynamic-eDiTor: Text-Driven 4D Scene Editing with MM-DiT and 4DGS. Paper, 2025. Use: 4D scene editing: temporal and multi-view consistency.
S16	Bordwell & Thompson. Film Art: An Introduction. Book, multiple. Use: Shot scale, mise-en-scene, editing, film form.

How sources are used

The key references support architectural understanding, controllability, editing limitations, temporal realism, current product capabilities, and craft language. The KB then converts those into production tools, routing decisions and evaluation criteria.

Implementation checklist

For "Source Matrix 2": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Source Matrix 2", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Source Matrix 3

Front matter and model-readable routing layer

Key	Reference / use
S17	Walter Murch. In the Blink of an Eye. Book, 2001. Use: Editorial rhythm, cut motivation, emotion-first montage.
S18	Josef Albers. Interaction of Color. Book, 1963. Use: Color relativity and perceptual interaction.
S19	Edward Tufte. The Visual Display of Quantitative Information. Book, 1983. Use: Data-ink, visual evidence, chart ethics.
S20	Ellen Lupton. Thinking with Type. Book, multiple. Use: Typography hierarchy, text as structure and voice.
S21	Don Norman. The Design of Everyday Things. Book, 2013. Use: Affordances, feedback, usability logic for visual interfaces.
S22	Arnheim. Art and Visual Perception. Book, 1954. Use: Gestalt forces, balance, perceptual organization.
S23	Bruno Munari. Design as Art. Book, 1966. Use: Design function, material, invention, visual economy.
S24	Itten. The Art of Color. Book, 1961. Use: Contrast systems and color composition.

How sources are used

The key references support architectural understanding, controllability, editing limitations, temporal realism, current product capabilities, and craft language. The KB then converts those into production tools, routing decisions and evaluation criteria.

Implementation checklist

For "Source Matrix 3": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Source Matrix 3", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Source Matrix 4

Front matter and model-readable routing layer

Key	Reference / use
S25	Manovich. The Language of New Media. Book, 2001. Use: Database, interface, compositing and new-media grammar.
S26	Adobe / Blackmagic / Blender. Creative software documentation. Docs, current. Use: Premiere, After Effects, Resolve, Fusion and Blender workflow principles.

How sources are used

The key references support architectural understanding, controllability, editing limitations, temporal realism, current product capabilities, and craft language. The KB then converts those into production tools, routing decisions and evaluation criteria.

Implementation checklist

For "Source Matrix 4": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Source Matrix 4", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
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Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

MVGE: Moussaif Visual Genesis Engine

Front matter and model-readable routing layer

Definition

MVGE is a routable visual intelligence architecture: Intent Layer -> Asset/Ontology Layer -> Reference Layer -> Scene Causality Layer -> Generation Layer -> Editorial Layer -> Mixed-Reality/Sound/Caption Layer -> Verification and Memory Layer.

Why it is needed

Current generative tools are powerful but fragmented. MVGE supplies the missing governance: it tells the model which knowledge to activate, which constraints are non-negotiable, which craft language matters, and which QC tests decide whether the output is actually professional.

MVGE control signal

Do not generate until the output route, asset graph, scene grammar, references, and quality gates are explicit.

Implementation checklist

For "MVGE: Moussaif Visual Genesis Engine": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "MVGE: Moussaif Visual Genesis Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

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Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

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Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Visual MCD: Complexity, Difference, Intent, Control

Front matter and model-readable routing layer

New metric family

Visual MCD adapts the user's meta-complexity orientation to visual production. It scores the productive difference between the intended output and the generated output across semantic difference, visual identity, temporal stability, agency of editing, physical coherence, composition, brand fit, and noise.

Formula sketch

V-MCD = w1 IntentFit + w2 RealityFit + w3 TemporalCoherence + w4 CraftHierarchy + w5 ReferenceFidelity + w6 BrandAlignment + w7 Novelty - w8 ArtifactNoise - w9 DeceptionRisk.

Use

The metric is not a universal scientific measure. It is a practical scoring grammar for revision, model selection, prompt repair, and agency-grade review.

Implementation checklist

For "Visual MCD: Complexity, Difference, Intent, Co": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Visual MCD: Complexity, Difference, Intent", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

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Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Twenty Constructive Rules Overview

Front matter and model-readable routing layer

Purpose

The 20 rules function as creation constraints. They are not slogans. Each rule becomes a question that must be answered before or after generation: What is the intent? What is the reality constraint? What is the camera doing? What reference role is each image playing? What exactly failed?

Use in a model

When a request is vague, the model should use the rules to infer missing constraints. When an output is weak, the model should map the weakness to the broken rule and repair the exact layer rather than regenerating blindly.

Rule summary

Intent before style; Reality is a constraint system; The camera is an agent; Reference triangulation beats single-reference imitation; Temporal continuity beats single-frame beauty; Light must be motivated; Text is an object in the scene; Every edit needs a reason; Motion must carry mass; Brand is a constraint graph; ...

Implementation checklist

For "Twenty Constructive Rules Overview": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Twenty Constructive Rules Overview", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
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Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tools Overview

Front matter and model-readable routing layer

Tool philosophy

A creative KB becomes powerful when theories become tools. Tools in this book are model-facing procedures: they accept inputs, perform checks, output structured decisions, and feed later generation/edit passes.

Examples

The Output Route Selector chooses the pathway; Visual Asset Graph stores entities; Prompt Compiler builds prompt blocks; Reality Anchor Matrix audits physics; MR Overlay Planner embeds labels and charts; Edit Decision Engine builds montage; Quality Gate Matrix decides release readiness.

Tool warning

A tool is not a name. It must define inputs, steps, outputs, failure modes, and upgrade path.

Implementation checklist

For "Tools Overview": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tools Overview", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
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Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

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Prompt blocks	Reuse structure
Defects	Avoid repeated failures
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Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Anti-Slop Protocol

Front matter and model-readable routing layer

The slop problem

Visual slop is not only low resolution. It is any uncontrolled artifact: random props, inconsistent identity, fake shadows, unreadable text, unmotivated camera movement, weak typography, noisy edits, surface-level realism, irrelevant style, false data, or brand-breaking tone.

Repair sequence

Name the defect -> locate the layer -> choose repair pass -> constrain references -> regenerate locally when possible -> composite and grade -> retime if video -> re-score. Never respond to slop with vague commands such as make it better.

Defect naming rule

Every failed output must be criticized as a list of concrete defects mapped to ontology, reality, craft, edit, sound, brand, data or ethics.

Implementation checklist

For "Anti-Slop Protocol": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Anti-Slop Protocol", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
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Reference roles	Preserve intent
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Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

How to Read This Knowledge Base

Front matter and model-readable routing layer

For a human

Read the front matter, then jump to the relevant domain. Use the 20 rules as a checklist, the tools as operations, and the theories as organizing frames. The book is intentionally modular: it is a KB, not only a narrative.

For a model

Parse the user request. Identify output family, input family, risk class, craft goal and delivery constraints. Retrieve the domain pages, then the relevant rule pages, tool pages and workflow pages. Produce a route plan before final creative instructions.

Knowledge retrieval command

TASK -> OUTPUT FAMILY -> INPUT FAMILY -> RISK -> DOMAIN -> RULES -> TOOLS -> WORKFLOW -> QC -> DELIVERY

Implementation checklist

For "How to Read This Knowledge Base": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "How to Read This Knowledge Base", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
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Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.01 Intent and Creative Brief - Definition and Ontology

Route tags: domain=Intent and Creative Brief; archetype=Definition and Ontology; inputs=strategy, offer, audience segment, product

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.01 Intent and Creative Brief - Definiti", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.02 Intent and Creative Brief - Input Normalization

Route tags: domain=Intent and Creative Brief; archetype=Input Normalization; inputs=strategy, offer, audience segment, product fac

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.02 Intent and Creative Brief - Input No", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.03 Intent and Creative Brief - Output Routing

Route tags: domain=Intent and Creative Brief; archetype=Output Routing; inputs=strategy, offer, audience segment, product facts, c

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.03 Intent and Creative Brief - Output R", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.04 Intent and Creative Brief - Realism Engine

Route tags: domain=Intent and Creative Brief; archetype=Realism Engine; inputs=strategy, offer, audience segment, product facts, c

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.04 Intent and Creative Brief - Realism ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.05 Intent and Creative Brief - Creative Composition

Route tags: domain=Intent and Creative Brief; archetype=Creative Composition; inputs=strategy, offer, audience segment, product fa

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.05 Intent and Creative Brief - Creative", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.06 Intent and Creative Brief - Reference Fusion

Route tags: domain=Intent and Creative Brief; archetype=Reference Fusion; inputs=strategy, offer, audience segment, product facts,

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.06 Intent and Creative Brief - Referenc", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.07 Intent and Creative Brief - Scene Construction

Route tags: domain=Intent and Creative Brief; archetype=Scene Construction; inputs=strategy, offer, audience segment, product fact

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.07 Intent and Creative Brief - Scene Co", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.08 Intent and Creative Brief - Editing and Post

Route tags: domain=Intent and Creative Brief; archetype=Editing and Post; inputs=strategy, offer, audience segment, product facts,

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.08 Intent and Creative Brief - Editing ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.09 Intent and Creative Brief - Mixed Reality Layer

Route tags: domain=Intent and Creative Brief; archetype=Mixed Reality Layer; inputs=strategy, offer, audience segment, product fac

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.09 Intent and Creative Brief - Mixed Re", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.10 Intent and Creative Brief - Failure Modes

Route tags: domain=Intent and Creative Brief; archetype=Failure Modes; inputs=strategy, offer, audience segment, product facts, ca

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.10 Intent and Creative Brief - Failure ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.11 Intent and Creative Brief - Evaluation Metrics

Route tags: domain=Intent and Creative Brief; archetype=Evaluation Metrics; inputs=strategy, offer, audience segment, product fact

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.11 Intent and Creative Brief - Evaluati", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

01.12 Intent and Creative Brief - Prompt/Workflow Template

Route tags: domain=Intent and Creative Brief; archetype=Prompt/Workflow Template; inputs=strategy, offer, audience segment, produc

Core frame

In Intent and Creative Brief, the system treats briefs, audiences, goals, constraints, conversion logic, brand promise as a governed production layer. Inputs such as strategy, offer, audience segment, product facts, campaign objective, tone must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Intent and Creative Brief, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	strategy, offer, audience segment, product facts, campaign objective, tone
Primary craft	briefs, audiences, goals, constraints, conversion logic, brand promise
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Intent and Creative Brief: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<strategy, offer, audience segment, product facts, campaign objective, tone>; VISUAL WORLD=<briefs, audiences, goals, constraints, conversion logic, brand promise>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "01.12 Intent and Creative Brief - Prompt/W", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.01 Visual Ontology - Definition and Ontology

Route tags: domain=Visual Ontology; archetype=Definition and Ontology; inputs=entity lists, scene graphs, masks, bounding boxes, d

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.01 Visual Ontology - Definition and Ont", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.02 Visual Ontology - Input Normalization

Route tags: domain=Visual Ontology; archetype=Input Normalization; inputs=entity lists, scene graphs, masks, bounding boxes, depth

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.02 Visual Ontology - Input Normalizatio", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.03 Visual Ontology - Output Routing

Route tags: domain=Visual Ontology; archetype=Output Routing; inputs=entity lists, scene graphs, masks, bounding boxes, depth, sty

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.03 Visual Ontology - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.04 Visual Ontology - Realism Engine

Route tags: domain=Visual Ontology; archetype=Realism Engine; inputs=entity lists, scene graphs, masks, bounding boxes, depth, sty

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.04 Visual Ontology - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.05 Visual Ontology - Creative Composition

Route tags: domain=Visual Ontology; archetype=Creative Composition; inputs=entity lists, scene graphs, masks, bounding boxes, dept

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.05 Visual Ontology - Creative Compositi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.06 Visual Ontology - Reference Fusion

Route tags: domain=Visual Ontology; archetype=Reference Fusion; inputs=entity lists, scene graphs, masks, bounding boxes, depth, s

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.06 Visual Ontology - Reference Fusion", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.07 Visual Ontology - Scene Construction

Route tags: domain=Visual Ontology; archetype=Scene Construction; inputs=entity lists, scene graphs, masks, bounding boxes, depth,

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.07 Visual Ontology - Scene Construction", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.08 Visual Ontology - Editing and Post

Route tags: domain=Visual Ontology; archetype=Editing and Post; inputs=entity lists, scene graphs, masks, bounding boxes, depth, s

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.08 Visual Ontology - Editing and Post", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.09 Visual Ontology - Mixed Reality Layer

Route tags: domain=Visual Ontology; archetype=Mixed Reality Layer; inputs=entity lists, scene graphs, masks, bounding boxes, depth

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.09 Visual Ontology - Mixed Reality Laye", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.10 Visual Ontology - Failure Modes

Route tags: domain=Visual Ontology; archetype=Failure Modes; inputs=entity lists, scene graphs, masks, bounding boxes, depth, styl

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.10 Visual Ontology - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.11 Visual Ontology - Evaluation Metrics

Route tags: domain=Visual Ontology; archetype=Evaluation Metrics; inputs=entity lists, scene graphs, masks, bounding boxes, depth,

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.11 Visual Ontology - Evaluation Metrics", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

02.12 Visual Ontology - Prompt/Workflow Template

Route tags: domain=Visual Ontology; archetype=Prompt/Workflow Template; inputs=entity lists, scene graphs, masks, bounding boxes,

Core frame

In Visual Ontology, the system treats objects, characters, environments, relations, materials, light, motion, symbolic layers as a governed production layer. Inputs such as entity lists, scene graphs, masks, bounding boxes, depth, style cues must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Visual Ontology, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	entity lists, scene graphs, masks, bounding boxes, depth, style cues
Primary craft	objects, characters, environments, relations, materials, light, motion, symbolic layers
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Visual Ontology: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<entity lists, scene graphs, masks, bounding boxes, depth, style cues>; VISUAL WORLD=<objects, characters, environments, relations, materials, light, motion, symbolic layers>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "02.12 Visual Ontology - Prompt/Workflow Te", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.01 Prompt Architecture - Definition and Ontology

Route tags: domain=Prompt Architecture; archetype=Definition and Ontology; inputs=text prompt, style guide, schema, examples, fail

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.01 Prompt Architecture - Definition and", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.02 Prompt Architecture - Input Normalization

Route tags: domain=Prompt Architecture; archetype=Input Normalization; inputs=text prompt, style guide, schema, examples, failure

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.02 Prompt Architecture - Input Normaliz", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.03 Prompt Architecture - Output Routing

Route tags: domain=Prompt Architecture; archetype=Output Routing; inputs=text prompt, style guide, schema, examples, failure list;

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.03 Prompt Architecture - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.04 Prompt Architecture - Realism Engine

Route tags: domain=Prompt Architecture; archetype=Realism Engine; inputs=text prompt, style guide, schema, examples, failure list;

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.04 Prompt Architecture - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.05 Prompt Architecture - Creative Composition

Route tags: domain=Prompt Architecture; archetype=Creative Composition; inputs=text prompt, style guide, schema, examples, failure

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.05 Prompt Architecture - Creative Compo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.06 Prompt Architecture - Reference Fusion

Route tags: domain=Prompt Architecture; archetype=Reference Fusion; inputs=text prompt, style guide, schema, examples, failure lis

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.06 Prompt Architecture - Reference Fusi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.07 Prompt Architecture - Scene Construction

Route tags: domain=Prompt Architecture; archetype=Scene Construction; inputs=text prompt, style guide, schema, examples, failure l

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.07 Prompt Architecture - Scene Construc", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.08 Prompt Architecture - Editing and Post

Route tags: domain=Prompt Architecture; archetype=Editing and Post; inputs=text prompt, style guide, schema, examples, failure lis

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.08 Prompt Architecture - Editing and Po", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.09 Prompt Architecture - Mixed Reality Layer

Route tags: domain=Prompt Architecture; archetype=Mixed Reality Layer; inputs=text prompt, style guide, schema, examples, failure

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.09 Prompt Architecture - Mixed Reality ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.10 Prompt Architecture - Failure Modes

Route tags: domain=Prompt Architecture; archetype=Failure Modes; inputs=text prompt, style guide, schema, examples, failure list;

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.10 Prompt Architecture - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.11 Prompt Architecture - Evaluation Metrics

Route tags: domain=Prompt Architecture; archetype=Evaluation Metrics; inputs=text prompt, style guide, schema, examples, failure l

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.11 Prompt Architecture - Evaluation Met", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

03.12 Prompt Architecture - Prompt/Workflow Template

Route tags: domain=Prompt Architecture; archetype=Prompt/Workflow Template; inputs=text prompt, style guide, schema, examples, fai

Core frame

In Prompt Architecture, the system treats semantic decomposition, negative constraints, reference binding, camera language, edit instructions as a governed production layer. Inputs such as text prompt, style guide, schema, examples, failure list must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Prompt Architecture, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text prompt, style guide, schema, examples, failure list
Primary craft	semantic decomposition, negative constraints, reference binding, camera language, edit instructions
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Prompt Architecture: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text prompt, style guide, schema, examples, failure list>; VISUAL WORLD=<semantic decomposition, negative constraints, reference binding, camera language, edit instructions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "03.12 Prompt Architecture - Prompt/Workflo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.01 Still Image Generation - Definition and Ontology

Route tags: domain=Still Image Generation; archetype=Definition and Ontology; inputs=text, image references, masks, control maps,

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.01 Still Image Generation - Definition ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.02 Still Image Generation - Input Normalization

Route tags: domain=Still Image Generation; archetype=Input Normalization; inputs=text, image references, masks, control maps, bran

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.02 Still Image Generation - Input Norma", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.03 Still Image Generation - Output Routing

Route tags: domain=Still Image Generation; archetype=Output Routing; inputs=text, image references, masks, control maps, brand ass

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.03 Still Image Generation - Output Rout", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.04 Still Image Generation - Realism Engine

Route tags: domain=Still Image Generation; archetype=Realism Engine; inputs=text, image references, masks, control maps, brand ass

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.04 Still Image Generation - Realism Eng", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.05 Still Image Generation - Creative Composition

Route tags: domain=Still Image Generation; archetype=Creative Composition; inputs=text, image references, masks, control maps, bra

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.05 Still Image Generation - Creative Co", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.06 Still Image Generation - Reference Fusion

Route tags: domain=Still Image Generation; archetype=Reference Fusion; inputs=text, image references, masks, control maps, brand a

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.06 Still Image Generation - Reference F", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.07 Still Image Generation - Scene Construction

Route tags: domain=Still Image Generation; archetype=Scene Construction; inputs=text, image references, masks, control maps, brand

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.07 Still Image Generation - Scene Const", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.08 Still Image Generation - Editing and Post

Route tags: domain=Still Image Generation; archetype=Editing and Post; inputs=text, image references, masks, control maps, brand a

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.08 Still Image Generation - Editing and", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.09 Still Image Generation - Mixed Reality Layer

Route tags: domain=Still Image Generation; archetype=Mixed Reality Layer; inputs=text, image references, masks, control maps, bran

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.09 Still Image Generation - Mixed Reali", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.10 Still Image Generation - Failure Modes

Route tags: domain=Still Image Generation; archetype=Failure Modes; inputs=text, image references, masks, control maps, brand asse

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.10 Still Image Generation - Failure Mod", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.11 Still Image Generation - Evaluation Metrics

Route tags: domain=Still Image Generation; archetype=Evaluation Metrics; inputs=text, image references, masks, control maps, brand

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.11 Still Image Generation - Evaluation ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

04.12 Still Image Generation - Prompt/Workflow Template

Route tags: domain=Still Image Generation; archetype=Prompt/Workflow Template; inputs=text, image references, masks, control maps,

Core frame

In Still Image Generation, the system treats photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting as a governed production layer. Inputs such as text, image references, masks, control maps, brand assets must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Still Image Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	text, image references, masks, control maps, brand assets
Primary craft	photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Still Image Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<text, image references, masks, control maps, brand assets>; VISUAL WORLD=<photorealism, illustration, product render, poster, thumbnail, concept art, inpainting/outpainting>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "04.12 Still Image Generation - Prompt/Work", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.01 Video Generation - Definition and Ontology

Route tags: domain=Video Generation; archetype=Definition and Ontology; inputs=script, keyframes, image-to-video references, audio

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.01 Video Generation - Definition and On", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.02 Video Generation - Input Normalization

Route tags: domain=Video Generation; archetype=Input Normalization; inputs=script, keyframes, image-to-video references, audio, mo

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.02 Video Generation - Input Normalizati", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.03 Video Generation - Output Routing

Route tags: domain=Video Generation; archetype=Output Routing; inputs=script, keyframes, image-to-video references, audio, motion

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.03 Video Generation - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.04 Video Generation - Realism Engine

Route tags: domain=Video Generation; archetype=Realism Engine; inputs=script, keyframes, image-to-video references, audio, motion

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.04 Video Generation - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.05 Video Generation - Creative Composition

Route tags: domain=Video Generation; archetype=Creative Composition; inputs=script, keyframes, image-to-video references, audio, m

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.05 Video Generation - Creative Composit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.06 Video Generation - Reference Fusion

Route tags: domain=Video Generation; archetype=Reference Fusion; inputs=script, keyframes, image-to-video references, audio, motio

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.06 Video Generation - Reference Fusion", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.07 Video Generation - Scene Construction

Route tags: domain=Video Generation; archetype=Scene Construction; inputs=script, keyframes, image-to-video references, audio, mot

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.07 Video Generation - Scene Constructio", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.08 Video Generation - Editing and Post

Route tags: domain=Video Generation; archetype=Editing and Post; inputs=script, keyframes, image-to-video references, audio, motio

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.08 Video Generation - Editing and Post", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.09 Video Generation - Mixed Reality Layer

Route tags: domain=Video Generation; archetype=Mixed Reality Layer; inputs=script, keyframes, image-to-video references, audio, mo

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.09 Video Generation - Mixed Reality Lay", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.10 Video Generation - Failure Modes

Route tags: domain=Video Generation; archetype=Failure Modes; inputs=script, keyframes, image-to-video references, audio, motion g

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.10 Video Generation - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.11 Video Generation - Evaluation Metrics

Route tags: domain=Video Generation; archetype=Evaluation Metrics; inputs=script, keyframes, image-to-video references, audio, mot

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.11 Video Generation - Evaluation Metric", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

05.12 Video Generation - Prompt/Workflow Template

Route tags: domain=Video Generation; archetype=Prompt/Workflow Template; inputs=script, keyframes, image-to-video references, audi

Core frame

In Video Generation, the system treats temporal coherence, continuity, camera motion, physics, shot construction, causal transitions as a governed production layer. Inputs such as script, keyframes, image-to-video references, audio, motion guide must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Video Generation, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, keyframes, image-to-video references, audio, motion guide
Primary craft	temporal coherence, continuity, camera motion, physics, shot construction, causal transitions
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Video Generation:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, keyframes, image-to-video references, audio, motion guide>; VISUAL WORLD=<temporal coherence, continuity, camera motion, physics, shot construction, causal transitions>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "05.12 Video Generation - Prompt/Workflow T", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.01 Reference Systems - Definition and Ontology

Route tags: domain=Reference Systems; archetype=Definition and Ontology; inputs=images, clips, palettes, location photos, material

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.01 Reference Systems - Definition and O", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.02 Reference Systems - Input Normalization

Route tags: domain=Reference Systems; archetype=Input Normalization; inputs=images, clips, palettes, location photos, material sam

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.02 Reference Systems - Input Normalizat", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.03 Reference Systems - Output Routing

Route tags: domain=Reference Systems; archetype=Output Routing; inputs=images, clips, palettes, location photos, material samples;

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.03 Reference Systems - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.04 Reference Systems - Realism Engine

Route tags: domain=Reference Systems; archetype=Realism Engine; inputs=images, clips, palettes, location photos, material samples;

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.04 Reference Systems - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.05 Reference Systems - Creative Composition

Route tags: domain=Reference Systems; archetype=Creative Composition; inputs=images, clips, palettes, location photos, material sa

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.05 Reference Systems - Creative Composi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.06 Reference Systems - Reference Fusion

Route tags: domain=Reference Systems; archetype=Reference Fusion; inputs=images, clips, palettes, location photos, material sample

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.06 Reference Systems - Reference Fusion", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.07 Reference Systems - Scene Construction

Route tags: domain=Reference Systems; archetype=Scene Construction; inputs=images, clips, palettes, location photos, material samp

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.07 Reference Systems - Scene Constructi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.08 Reference Systems - Editing and Post

Route tags: domain=Reference Systems; archetype=Editing and Post; inputs=images, clips, palettes, location photos, material sample

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.08 Reference Systems - Editing and Post", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.09 Reference Systems - Mixed Reality Layer

Route tags: domain=Reference Systems; archetype=Mixed Reality Layer; inputs=images, clips, palettes, location photos, material sam

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.09 Reference Systems - Mixed Reality La", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.10 Reference Systems - Failure Modes

Route tags: domain=Reference Systems; archetype=Failure Modes; inputs=images, clips, palettes, location photos, material samples;

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.10 Reference Systems - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.11 Reference Systems - Evaluation Metrics

Route tags: domain=Reference Systems; archetype=Evaluation Metrics; inputs=images, clips, palettes, location photos, material samp

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.11 Reference Systems - Evaluation Metri", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

06.12 Reference Systems - Prompt/Workflow Template

Route tags: domain=Reference Systems; archetype=Prompt/Workflow Template; inputs=images, clips, palettes, location photos, materia

Core frame

In Reference Systems, the system treats moodboards, style references, character references, product references, evidence references as a governed production layer. Inputs such as images, clips, palettes, location photos, material samples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Reference Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	images, clips, palettes, location photos, material samples
Primary craft	moodboards, style references, character references, product references, evidence references
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Reference Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<images, clips, palettes, location photos, material samples>; VISUAL WORLD=<moodboards, style references, character references, product references, evidence references>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "06.12 Reference Systems - Prompt/Workflow ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.01 Product Advertising - Definition and Ontology

Route tags: domain=Product Advertising; archetype=Definition and Ontology; inputs=product photos, specs, differentiators, brand bo

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.01 Product Advertising - Definition and", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.02 Product Advertising - Input Normalization

Route tags: domain=Product Advertising; archetype=Input Normalization; inputs=product photos, specs, differentiators, brand book,

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.02 Product Advertising - Input Normaliz", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.03 Product Advertising - Output Routing

Route tags: domain=Product Advertising; archetype=Output Routing; inputs=product photos, specs, differentiators, brand book, offer

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.03 Product Advertising - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.04 Product Advertising - Realism Engine

Route tags: domain=Product Advertising; archetype=Realism Engine; inputs=product photos, specs, differentiators, brand book, offer

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.04 Product Advertising - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.05 Product Advertising - Creative Composition

Route tags: domain=Product Advertising; archetype=Creative Composition; inputs=product photos, specs, differentiators, brand book,

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.05 Product Advertising - Creative Compo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.06 Product Advertising - Reference Fusion

Route tags: domain=Product Advertising; archetype=Reference Fusion; inputs=product photos, specs, differentiators, brand book, off

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.06 Product Advertising - Reference Fusi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.07 Product Advertising - Scene Construction

Route tags: domain=Product Advertising; archetype=Scene Construction; inputs=product photos, specs, differentiators, brand book, o

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.07 Product Advertising - Scene Construc", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.08 Product Advertising - Editing and Post

Route tags: domain=Product Advertising; archetype=Editing and Post; inputs=product photos, specs, differentiators, brand book, off

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.08 Product Advertising - Editing and Po", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.09 Product Advertising - Mixed Reality Layer

Route tags: domain=Product Advertising; archetype=Mixed Reality Layer; inputs=product photos, specs, differentiators, brand book,

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.09 Product Advertising - Mixed Reality ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.10 Product Advertising - Failure Modes

Route tags: domain=Product Advertising; archetype=Failure Modes; inputs=product photos, specs, differentiators, brand book, offer;

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.10 Product Advertising - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.11 Product Advertising - Evaluation Metrics

Route tags: domain=Product Advertising; archetype=Evaluation Metrics; inputs=product photos, specs, differentiators, brand book, o

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>; VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.11 Product Advertising - Evaluation Met", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

07.12 Product Advertising - Prompt/Workflow Template

Route tags: domain=Product Advertising; archetype=Prompt/Workflow Template; inputs=product photos, specs, differentiators, brand b

Core frame

In Product Advertising, the system treats product truth, desirability, use context, feature proof, premium lighting, CTA as a governed production layer. Inputs such as product photos, specs, differentiators, brand book, offer must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Product Advertising, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	product photos, specs, differentiators, brand book, offer
Primary craft	product truth, desirability, use context, feature proof, premium lighting, CTA
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Product Advertising:
OUTPUT=<specific format>; AUDIENCE=<who must react>;
CORE MESSAGE=<single sentence>; ASSETS=<product photos, specs, differentiators, brand book, offer>;
VISUAL WORLD=<product truth, desirability, use context, feature proof, premium lighting, CTA>;
CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE
FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "07.12 Product Advertising - Prompt/Workflo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.01 Characters and Avatars - Definition and Ontology

Route tags: domain=Characters and Avatars; archetype=Definition and Ontology; inputs=portrait refs, voice, transcript, rig, person

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.01 Characters and Avatars - Definition ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.02 Characters and Avatars - Input Normalization

Route tags: domain=Characters and Avatars; archetype=Input Normalization; inputs=portrait refs, voice, transcript, rig, persona sh

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.02 Characters and Avatars - Input Norma", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.03 Characters and Avatars - Output Routing

Route tags: domain=Characters and Avatars; archetype=Output Routing; inputs=portrait refs, voice, transcript, rig, persona sheet;

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.03 Characters and Avatars - Output Rout", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.04 Characters and Avatars - Realism Engine

Route tags: domain=Characters and Avatars; archetype=Realism Engine; inputs=portrait refs, voice, transcript, rig, persona sheet;

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.04 Characters and Avatars - Realism Eng", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.05 Characters and Avatars - Creative Composition

Route tags: domain=Characters and Avatars; archetype=Creative Composition; inputs=portrait refs, voice, transcript, rig, persona s

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.05 Characters and Avatars - Creative Co", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.06 Characters and Avatars - Reference Fusion

Route tags: domain=Characters and Avatars; archetype=Reference Fusion; inputs=portrait refs, voice, transcript, rig, persona sheet

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.06 Characters and Avatars - Reference F", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.07 Characters and Avatars - Scene Construction

Route tags: domain=Characters and Avatars; archetype=Scene Construction; inputs=portrait refs, voice, transcript, rig, persona she

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.07 Characters and Avatars - Scene Const", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.08 Characters and Avatars - Editing and Post

Route tags: domain=Characters and Avatars; archetype=Editing and Post; inputs=portrait refs, voice, transcript, rig, persona sheet

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.08 Characters and Avatars - Editing and", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.09 Characters and Avatars - Mixed Reality Layer

Route tags: domain=Characters and Avatars; archetype=Mixed Reality Layer; inputs=portrait refs, voice, transcript, rig, persona sh

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.09 Characters and Avatars - Mixed Reali", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.10 Characters and Avatars - Failure Modes

Route tags: domain=Characters and Avatars; archetype=Failure Modes; inputs=portrait refs, voice, transcript, rig, persona sheet; p

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.10 Characters and Avatars - Failure Mod", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.11 Characters and Avatars - Evaluation Metrics

Route tags: domain=Characters and Avatars; archetype=Evaluation Metrics; inputs=portrait refs, voice, transcript, rig, persona she

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.11 Characters and Avatars - Evaluation ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

08.12 Characters and Avatars - Prompt/Workflow Template

Route tags: domain=Characters and Avatars; archetype=Prompt/Workflow Template; inputs=portrait refs, voice, transcript, rig, perso

Core frame

In Characters and Avatars, the system treats identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics as a governed production layer. Inputs such as portrait refs, voice, transcript, rig, persona sheet must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Characters and Avatars, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	portrait refs, voice, transcript, rig, persona sheet
Primary craft	identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Characters and Avatars: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<portrait refs, voice, transcript, rig, persona sheet>; VISUAL WORLD=<identity continuity, wardrobe, facial motion, pose, lip-sync, personality, ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "08.12 Characters and Avatars - Prompt/Work", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.01 Scene Design - Definition and Ontology

Route tags: domain=Scene Design; archetype=Definition and Ontology; inputs=location brief, set plan, time of day, props, narrative

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.01 Scene Design - Definition and Ontolo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.02 Scene Design - Input Normalization

Route tags: domain=Scene Design; archetype=Input Normalization; inputs=location brief, set plan, time of day, props, narrative bea

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.02 Scene Design - Input Normalization", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.03 Scene Design - Output Routing

Route tags: domain=Scene Design; archetype=Output Routing; inputs=location brief, set plan, time of day, props, narrative beat; pr

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.03 Scene Design - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.04 Scene Design - Realism Engine

Route tags: domain=Scene Design; archetype=Realism Engine; inputs=location brief, set plan, time of day, props, narrative beat; pr

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.04 Scene Design - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.05 Scene Design - Creative Composition

Route tags: domain=Scene Design; archetype=Creative Composition; inputs=location brief, set plan, time of day, props, narrative be

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.05 Scene Design - Creative Composition", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.06 Scene Design - Reference Fusion

Route tags: domain=Scene Design; archetype=Reference Fusion; inputs=location brief, set plan, time of day, props, narrative beat;

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.06 Scene Design - Reference Fusion", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.07 Scene Design - Scene Construction

Route tags: domain=Scene Design; archetype=Scene Construction; inputs=location brief, set plan, time of day, props, narrative beat

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.07 Scene Design - Scene Construction", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.08 Scene Design - Editing and Post

Route tags: domain=Scene Design; archetype=Editing and Post; inputs=location brief, set plan, time of day, props, narrative beat;

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.08 Scene Design - Editing and Post", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.09 Scene Design - Mixed Reality Layer

Route tags: domain=Scene Design; archetype=Mixed Reality Layer; inputs=location brief, set plan, time of day, props, narrative bea

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.09 Scene Design - Mixed Reality Layer", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.10 Scene Design - Failure Modes

Route tags: domain=Scene Design; archetype=Failure Modes; inputs=location brief, set plan, time of day, props, narrative beat; pro

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.10 Scene Design - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.11 Scene Design - Evaluation Metrics

Route tags: domain=Scene Design; archetype=Evaluation Metrics; inputs=location brief, set plan, time of day, props, narrative beat

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.11 Scene Design - Evaluation Metrics", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

09.12 Scene Design - Prompt/Workflow Template

Route tags: domain=Scene Design; archetype=Prompt/Workflow Template; inputs=location brief, set plan, time of day, props, narrativ

Core frame

In Scene Design, the system treats spatial layout, prop economy, environment logic, symbolic composition, production design as a governed production layer. Inputs such as location brief, set plan, time of day, props, narrative beat must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Scene Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	location brief, set plan, time of day, props, narrative beat
Primary craft	spatial layout, prop economy, environment logic, symbolic composition, production design
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Scene Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<location brief, set plan, time of day, props, narrative beat>; VISUAL WORLD=<spatial layout, prop economy, environment logic, symbolic composition, production design>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "09.12 Scene Design - Prompt/Workflow Templ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.01 Cinematography - Definition and Ontology

Route tags: domain=Cinematography; archetype=Definition and Ontology; inputs=shot list, storyboard, lens language, camera path; pr

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.01 Cinematography - Definition and Onto", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.02 Cinematography - Input Normalization

Route tags: domain=Cinematography; archetype=Input Normalization; inputs=shot list, storyboard, lens language, camera path; proof=

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.02 Cinematography - Input Normalization", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.03 Cinematography - Output Routing

Route tags: domain=Cinematography; archetype=Output Routing; inputs=shot list, storyboard, lens language, camera path; proof=Known

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.03 Cinematography - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.04 Cinematography - Realism Engine

Route tags: domain=Cinematography; archetype=Realism Engine; inputs=shot list, storyboard, lens language, camera path; proof=Known

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.04 Cinematography - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.05 Cinematography - Creative Composition

Route tags: domain=Cinematography; archetype=Creative Composition; inputs=shot list, storyboard, lens language, camera path; proof

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.05 Cinematography - Creative Compositio", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.06 Cinematography - Reference Fusion

Route tags: domain=Cinematography; archetype=Reference Fusion; inputs=shot list, storyboard, lens language, camera path; proof=Kno

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.06 Cinematography - Reference Fusion", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.07 Cinematography - Scene Construction

Route tags: domain=Cinematography; archetype=Scene Construction; inputs=shot list, storyboard, lens language, camera path; proof=K

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.07 Cinematography - Scene Construction", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.08 Cinematography - Editing and Post

Route tags: domain=Cinematography; archetype=Editing and Post; inputs=shot list, storyboard, lens language, camera path; proof=Kno

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.08 Cinematography - Editing and Post", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.09 Cinematography - Mixed Reality Layer

Route tags: domain=Cinematography; archetype=Mixed Reality Layer; inputs=shot list, storyboard, lens language, camera path; proof=

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.09 Cinematography - Mixed Reality Layer", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.10 Cinematography - Failure Modes

Route tags: domain=Cinematography; archetype=Failure Modes; inputs=shot list, storyboard, lens language, camera path; proof=Known

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.10 Cinematography - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.11 Cinematography - Evaluation Metrics

Route tags: domain=Cinematography; archetype=Evaluation Metrics; inputs=shot list, storyboard, lens language, camera path; proof=K

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.11 Cinematography - Evaluation Metrics", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

10.12 Cinematography - Prompt/Workflow Template

Route tags: domain=Cinematography; archetype=Prompt/Workflow Template; inputs=shot list, storyboard, lens language, camera path; p

Core frame

In Cinematography, the system treats lens, sensor, exposure, shot size, camera movement, blocking, depth of field as a governed production layer. Inputs such as shot list, storyboard, lens language, camera path must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Cinematography, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	shot list, storyboard, lens language, camera path
Primary craft	lens, sensor, exposure, shot size, camera movement, blocking, depth of field
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Cinematography:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<shot list, storyboard, lens language, camera path>; VISUAL WORLD=<lens, sensor, exposure, shot size, camera movement, blocking, depth of field>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "10.12 Cinematography - Prompt/Workflow Tem", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.01 Lighting - Definition and Ontology

Route tags: domain=Lighting; archetype=Definition and Ontology; inputs=lighting mood, reference stills, HDRI, material palette; pr

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.01 Lighting - Definition and Ontology", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.02 Lighting - Input Normalization

Route tags: domain=Lighting; archetype=Input Normalization; inputs=lighting mood, reference stills, HDRI, material palette; proof=

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.02 Lighting - Input Normalization", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.03 Lighting - Output Routing

Route tags: domain=Lighting; archetype=Output Routing; inputs=lighting mood, reference stills, HDRI, material palette; proof=Known

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.03 Lighting - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.04 Lighting - Realism Engine

Route tags: domain=Lighting; archetype=Realism Engine; inputs=lighting mood, reference stills, HDRI, material palette; proof=Known

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.04 Lighting - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.05 Lighting - Creative Composition

Route tags: domain=Lighting; archetype=Creative Composition; inputs=lighting mood, reference stills, HDRI, material palette; proof

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.05 Lighting - Creative Composition", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.06 Lighting - Reference Fusion

Route tags: domain=Lighting; archetype=Reference Fusion; inputs=lighting mood, reference stills, HDRI, material palette; proof=Kno

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.06 Lighting - Reference Fusion", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.07 Lighting - Scene Construction

Route tags: domain=Lighting; archetype=Scene Construction; inputs=lighting mood, reference stills, HDRI, material palette; proof=K

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.07 Lighting - Scene Construction", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.08 Lighting - Editing and Post

Route tags: domain=Lighting; archetype=Editing and Post; inputs=lighting mood, reference stills, HDRI, material palette; proof=Kno

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.08 Lighting - Editing and Post", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.09 Lighting - Mixed Reality Layer

Route tags: domain=Lighting; archetype=Mixed Reality Layer; inputs=lighting mood, reference stills, HDRI, material palette; proof=

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.09 Lighting - Mixed Reality Layer", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.10 Lighting - Failure Modes

Route tags: domain=Lighting; archetype=Failure Modes; inputs=lighting mood, reference stills, HDRI, material palette; proof=Known

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.10 Lighting - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.11 Lighting - Evaluation Metrics

Route tags: domain=Lighting; archetype=Evaluation Metrics; inputs=lighting mood, reference stills, HDRI, material palette; proof=K

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.11 Lighting - Evaluation Metrics", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

11.12 Lighting - Prompt/Workflow Template

Route tags: domain=Lighting; archetype=Prompt/Workflow Template; inputs=lighting mood, reference stills, HDRI, material palette; p

Core frame

In Lighting, the system treats key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day as a governed production layer. Inputs such as lighting mood, reference stills, HDRI, material palette must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Lighting, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lighting mood, reference stills, HDRI, material palette
Primary craft	key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Lighting: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lighting mood, reference stills, HDRI, material palette>; VISUAL WORLD=<key/fill/rim, motivated sources, reflections, volumetrics, contrast ratio, time-of-day>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "11.12 Lighting - Prompt/Workflow Template", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.01 Motion and Physics - Definition and Ontology

Route tags: domain=Motion and Physics; archetype=Definition and Ontology; inputs=motion brief, physical constraints, frame rate, e

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.01 Motion and Physics - Definition and ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.02 Motion and Physics - Input Normalization

Route tags: domain=Motion and Physics; archetype=Input Normalization; inputs=motion brief, physical constraints, frame rate, envir

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.02 Motion and Physics - Input Normaliza", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.03 Motion and Physics - Output Routing

Route tags: domain=Motion and Physics; archetype=Output Routing; inputs=motion brief, physical constraints, frame rate, environmen

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.03 Motion and Physics - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.04 Motion and Physics - Realism Engine

Route tags: domain=Motion and Physics; archetype=Realism Engine; inputs=motion brief, physical constraints, frame rate, environmen

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.04 Motion and Physics - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.05 Motion and Physics - Creative Composition

Route tags: domain=Motion and Physics; archetype=Creative Composition; inputs=motion brief, physical constraints, frame rate, envi

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.05 Motion and Physics - Creative Compos", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.06 Motion and Physics - Reference Fusion

Route tags: domain=Motion and Physics; archetype=Reference Fusion; inputs=motion brief, physical constraints, frame rate, environm

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.06 Motion and Physics - Reference Fusio", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.07 Motion and Physics - Scene Construction

Route tags: domain=Motion and Physics; archetype=Scene Construction; inputs=motion brief, physical constraints, frame rate, enviro

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.07 Motion and Physics - Scene Construct", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.08 Motion and Physics - Editing and Post

Route tags: domain=Motion and Physics; archetype=Editing and Post; inputs=motion brief, physical constraints, frame rate, environm

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.08 Motion and Physics - Editing and Pos", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.09 Motion and Physics - Mixed Reality Layer

Route tags: domain=Motion and Physics; archetype=Mixed Reality Layer; inputs=motion brief, physical constraints, frame rate, envir

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.09 Motion and Physics - Mixed Reality L", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.10 Motion and Physics - Failure Modes

Route tags: domain=Motion and Physics; archetype=Failure Modes; inputs=motion brief, physical constraints, frame rate, environment

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.10 Motion and Physics - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.11 Motion and Physics - Evaluation Metrics

Route tags: domain=Motion and Physics; archetype=Evaluation Metrics; inputs=motion brief, physical constraints, frame rate, enviro

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.11 Motion and Physics - Evaluation Metr", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

12.12 Motion and Physics - Prompt/Workflow Template

Route tags: domain=Motion and Physics; archetype=Prompt/Workflow Template; inputs=motion brief, physical constraints, frame rate,

Core frame

In Motion and Physics, the system treats body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration as a governed production layer. Inputs such as motion brief, physical constraints, frame rate, environment forces must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Motion and Physics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	motion brief, physical constraints, frame rate, environment forces
Primary craft	body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Motion and Physics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<motion brief, physical constraints, frame rate, environment forces>; VISUAL WORLD=<body mechanics, cloth, liquid, collisions, inertia, wind, camera acceleration>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "12.12 Motion and Physics - Prompt/Workflow", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.01 Composition and Graphic Design - Definition and Ontology

Route tags: domain=Composition and Graphic Design; archetype=Definition and Ontology; inputs=layout size, copy, images, logo, CTA,

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.01 Composition and Graphic Design - Def", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.02 Composition and Graphic Design - Input Normalization

Route tags: domain=Composition and Graphic Design; archetype=Input Normalization; inputs=layout size, copy, images, logo, CTA, bra

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.02 Composition and Graphic Design - Inp", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.03 Composition and Graphic Design - Output Routing

Route tags: domain=Composition and Graphic Design; archetype=Output Routing; inputs=layout size, copy, images, logo, CTA, brand gr

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.03 Composition and Graphic Design - Out", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.04 Composition and Graphic Design - Realism Engine

Route tags: domain=Composition and Graphic Design; archetype=Realism Engine; inputs=layout size, copy, images, logo, CTA, brand gr

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.04 Composition and Graphic Design - Rea", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.05 Composition and Graphic Design - Creative Composition

Route tags: domain=Composition and Graphic Design; archetype=Creative Composition; inputs=layout size, copy, images, logo, CTA, br

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.05 Composition and Graphic Design - Cre", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.06 Composition and Graphic Design - Reference Fusion

Route tags: domain=Composition and Graphic Design; archetype=Reference Fusion; inputs=layout size, copy, images, logo, CTA, brand

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.06 Composition and Graphic Design - Ref", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.07 Composition and Graphic Design - Scene Construction

Route tags: domain=Composition and Graphic Design; archetype=Scene Construction; inputs=layout size, copy, images, logo, CTA, bran

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.07 Composition and Graphic Design - Sce", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.08 Composition and Graphic Design - Editing and Post

Route tags: domain=Composition and Graphic Design; archetype=Editing and Post; inputs=layout size, copy, images, logo, CTA, brand

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.08 Composition and Graphic Design - Edi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.09 Composition and Graphic Design - Mixed Reality Layer

Route tags: domain=Composition and Graphic Design; archetype=Mixed Reality Layer; inputs=layout size, copy, images, logo, CTA, bra

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.09 Composition and Graphic Design - Mix", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.10 Composition and Graphic Design - Failure Modes

Route tags: domain=Composition and Graphic Design; archetype=Failure Modes; inputs=layout size, copy, images, logo, CTA, brand gri

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.10 Composition and Graphic Design - Fai", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.11 Composition and Graphic Design - Evaluation Metrics

Route tags: domain=Composition and Graphic Design; archetype=Evaluation Metrics; inputs=layout size, copy, images, logo, CTA, bran

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.11 Composition and Graphic Design - Eva", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

13.12 Composition and Graphic Design - Prompt/Workflow Template

Route tags: domain=Composition and Graphic Design; archetype=Prompt/Workflow Template; inputs=layout size, copy, images, logo, CTA

Core frame

In Composition and Graphic Design, the system treats hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping as a governed production layer. Inputs such as layout size, copy, images, logo, CTA, brand grid must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Composition and Graphic Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	layout size, copy, images, logo, CTA, brand grid
Primary craft	hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Composition and Graphic Design: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<layout size, copy, images, logo, CTA, brand grid>; VISUAL WORLD=<hierarchy, balance, grids, negative space, contrast, visual path, gestalt grouping>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "13.12 Composition and Graphic Design - Pro", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.01 Typography and Captions - Definition and Ontology

Route tags: domain=Typography and Captions; archetype=Definition and Ontology; inputs=script, transcript, platform, language, acce

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.01 Typography and Captions - Definition", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.02 Typography and Captions - Input Normalization

Route tags: domain=Typography and Captions; archetype=Input Normalization; inputs=script, transcript, platform, language, accessib

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.02 Typography and Captions - Input Norm", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.03 Typography and Captions - Output Routing

Route tags: domain=Typography and Captions; archetype=Output Routing; inputs=script, transcript, platform, language, accessibility

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.03 Typography and Captions - Output Rou", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.04 Typography and Captions - Realism Engine

Route tags: domain=Typography and Captions; archetype=Realism Engine; inputs=script, transcript, platform, language, accessibility

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.04 Typography and Captions - Realism En", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.05 Typography and Captions - Creative Composition

Route tags: domain=Typography and Captions; archetype=Creative Composition; inputs=script, transcript, platform, language, accessi

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.05 Typography and Captions - Creative C", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.06 Typography and Captions - Reference Fusion

Route tags: domain=Typography and Captions; archetype=Reference Fusion; inputs=script, transcript, platform, language, accessibili

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.06 Typography and Captions - Reference ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.07 Typography and Captions - Scene Construction

Route tags: domain=Typography and Captions; archetype=Scene Construction; inputs=script, transcript, platform, language, accessibi

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.07 Typography and Captions - Scene Cons", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.08 Typography and Captions - Editing and Post

Route tags: domain=Typography and Captions; archetype=Editing and Post; inputs=script, transcript, platform, language, accessibili

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.08 Typography and Captions - Editing an", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.09 Typography and Captions - Mixed Reality Layer

Route tags: domain=Typography and Captions; archetype=Mixed Reality Layer; inputs=script, transcript, platform, language, accessib

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.09 Typography and Captions - Mixed Real", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.10 Typography and Captions - Failure Modes

Route tags: domain=Typography and Captions; archetype=Failure Modes; inputs=script, transcript, platform, language, accessibility

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.10 Typography and Captions - Failure Mo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.11 Typography and Captions - Evaluation Metrics

Route tags: domain=Typography and Captions; archetype=Evaluation Metrics; inputs=script, transcript, platform, language, accessibi

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.11 Typography and Captions - Evaluation", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

14.12 Typography and Captions - Prompt/Workflow Template

Route tags: domain=Typography and Captions; archetype=Prompt/Workflow Template; inputs=script, transcript, platform, language, acc

Core frame

In Typography and Captions, the system treats readability, timing, kinetic type, safe areas, semantic emphasis, subtitles as a governed production layer. Inputs such as script, transcript, platform, language, accessibility constraints must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Typography and Captions, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, transcript, platform, language, accessibility constraints
Primary craft	readability, timing, kinetic type, safe areas, semantic emphasis, subtitles
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Typography and Captions: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, transcript, platform, language, accessibility constraints>; VISUAL WORLD=<readability, timing, kinetic type, safe areas, semantic emphasis, subtitles>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "14.12 Typography and Captions - Prompt/Wor", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.01 Color and Grading - Definition and Ontology

Route tags: domain=Color and Grading; archetype=Definition and Ontology; inputs=palette, reference grade, delivery gamut, mood; pr

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.01 Color and Grading - Definition and O", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.02 Color and Grading - Input Normalization

Route tags: domain=Color and Grading; archetype=Input Normalization; inputs=palette, reference grade, delivery gamut, mood; proof=

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.02 Color and Grading - Input Normalizat", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.03 Color and Grading - Output Routing

Route tags: domain=Color and Grading; archetype=Output Routing; inputs=palette, reference grade, delivery gamut, mood; proof=Known

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.03 Color and Grading - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.04 Color and Grading - Realism Engine

Route tags: domain=Color and Grading; archetype=Realism Engine; inputs=palette, reference grade, delivery gamut, mood; proof=Known

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.04 Color and Grading - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.05 Color and Grading - Creative Composition

Route tags: domain=Color and Grading; archetype=Creative Composition; inputs=palette, reference grade, delivery gamut, mood; proof

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.05 Color and Grading - Creative Composi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.06 Color and Grading - Reference Fusion

Route tags: domain=Color and Grading; archetype=Reference Fusion; inputs=palette, reference grade, delivery gamut, mood; proof=Kno

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.06 Color and Grading - Reference Fusion", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.07 Color and Grading - Scene Construction

Route tags: domain=Color and Grading; archetype=Scene Construction; inputs=palette, reference grade, delivery gamut, mood; proof=K

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.07 Color and Grading - Scene Constructi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.08 Color and Grading - Editing and Post

Route tags: domain=Color and Grading; archetype=Editing and Post; inputs=palette, reference grade, delivery gamut, mood; proof=Kno

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.08 Color and Grading - Editing and Post", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.09 Color and Grading - Mixed Reality Layer

Route tags: domain=Color and Grading; archetype=Mixed Reality Layer; inputs=palette, reference grade, delivery gamut, mood; proof=

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.09 Color and Grading - Mixed Reality La", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.10 Color and Grading - Failure Modes

Route tags: domain=Color and Grading; archetype=Failure Modes; inputs=palette, reference grade, delivery gamut, mood; proof=Known

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.10 Color and Grading - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.11 Color and Grading - Evaluation Metrics

Route tags: domain=Color and Grading; archetype=Evaluation Metrics; inputs=palette, reference grade, delivery gamut, mood; proof=K

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.11 Color and Grading - Evaluation Metri", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

15.12 Color and Grading - Prompt/Workflow Template

Route tags: domain=Color and Grading; archetype=Prompt/Workflow Template; inputs=palette, reference grade, delivery gamut, mood; p

Core frame

In Color and Grading, the system treats palette, contrast, skin tone, brand color, mood, shot matching, look-up tables as a governed production layer. Inputs such as palette, reference grade, delivery gamut, mood must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S09][S13][S18][S20][S22][S24].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Color and Grading, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	palette, reference grade, delivery gamut, mood
Primary craft	palette, contrast, skin tone, brand color, mood, shot matching, look-up tables
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Color and Grading:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<palette, reference grade, delivery gamut, mood>; VISUAL WORLD=<palette, contrast, skin tone, brand color, mood, shot matching, look-up tables>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "15.12 Color and Grading - Prompt/Workflow ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.01 Mixed Reality Overlays - Definition and Ontology

Route tags: domain=Mixed Reality Overlays; archetype=Definition and Ontology; inputs=real footage, depth, tracking, data table, UI

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>; VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.01 Mixed Reality Overlays - Definition ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.02 Mixed Reality Overlays - Input Normalization

Route tags: domain=Mixed Reality Overlays; archetype=Input Normalization; inputs=real footage, depth, tracking, data table, UI sty

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>; VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.02 Mixed Reality Overlays - Input Norma", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.03 Mixed Reality Overlays - Output Routing

Route tags: domain=Mixed Reality Overlays; archetype=Output Routing; inputs=real footage, depth, tracking, data table, UI style; p

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>; VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.03 Mixed Reality Overlays - Output Rout", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.04 Mixed Reality Overlays - Realism Engine

Route tags: domain=Mixed Reality Overlays; archetype=Realism Engine; inputs=real footage, depth, tracking, data table, UI style; p

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>; VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.04 Mixed Reality Overlays - Realism Eng", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.05 Mixed Reality Overlays - Creative Composition

Route tags: domain=Mixed Reality Overlays; archetype=Creative Composition; inputs=real footage, depth, tracking, data table, UI st

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays:
OUTPUT=<specific format>; AUDIENCE=<who must react>;
CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>;
VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>;
CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.05 Mixed Reality Overlays - Creative Co", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.06 Mixed Reality Overlays - Reference Fusion

Route tags: domain=Mixed Reality Overlays; archetype=Reference Fusion; inputs=real footage, depth, tracking, data table, UI style;

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>; VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.06 Mixed Reality Overlays - Reference F", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.07 Mixed Reality Overlays - Scene Construction

Route tags: domain=Mixed Reality Overlays; archetype=Scene Construction; inputs=real footage, depth, tracking, data table, UI styl

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>; VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.07 Mixed Reality Overlays - Scene Const", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.08 Mixed Reality Overlays - Editing and Post

Route tags: domain=Mixed Reality Overlays; archetype=Editing and Post; inputs=real footage, depth, tracking, data table, UI style;

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>; VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.08 Mixed Reality Overlays - Editing and", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.09 Mixed Reality Overlays - Mixed Reality Layer

Route tags: domain=Mixed Reality Overlays; archetype=Mixed Reality Layer; inputs=real footage, depth, tracking, data table, UI sty

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>; VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.09 Mixed Reality Overlays - Mixed Reali", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.10 Mixed Reality Overlays - Failure Modes

Route tags: domain=Mixed Reality Overlays; archetype=Failure Modes; inputs=real footage, depth, tracking, data table, UI style; pr

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>; VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.10 Mixed Reality Overlays - Failure Mod", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.11 Mixed Reality Overlays - Evaluation Metrics

Route tags: domain=Mixed Reality Overlays; archetype=Evaluation Metrics; inputs=real footage, depth, tracking, data table, UI styl

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>; VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.11 Mixed Reality Overlays - Evaluation ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

16.12 Mixed Reality Overlays - Prompt/Workflow Template

Route tags: domain=Mixed Reality Overlays; archetype=Prompt/Workflow Template; inputs=real footage, depth, tracking, data table, U

Core frame

In Mixed Reality Overlays, the system treats diegetic UI, shadows, occlusion, parallax, data layers, virtual signage as a governed production layer. Inputs such as real footage, depth, tracking, data table, UI style must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Mixed Reality Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	real footage, depth, tracking, data table, UI style
Primary craft	diegetic UI, shadows, occlusion, parallax, data layers, virtual signage
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Mixed Reality Overlays:
OUTPUT=<specific format>; AUDIENCE=<who must react>;
CORE MESSAGE=<single sentence>; ASSETS=<real footage, depth, tracking, data table, UI style>;
VISUAL WORLD=<diegetic UI, shadows, occlusion, parallax, data layers, virtual signage>;
CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "16.12 Mixed Reality Overlays - Prompt/Work", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.01 Data Visual Overlays - Definition and Ontology

Route tags: domain=Data Visual Overlays; archetype=Definition and Ontology; inputs=CSV, spreadsheet, metrics, source notes, chart

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.01 Data Visual Overlays - Definition an", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.02 Data Visual Overlays - Input Normalization

Route tags: domain=Data Visual Overlays; archetype=Input Normalization; inputs=CSV, spreadsheet, metrics, source notes, chart inte

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.02 Data Visual Overlays - Input Normali", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.03 Data Visual Overlays - Output Routing

Route tags: domain=Data Visual Overlays; archetype=Output Routing; inputs=CSV, spreadsheet, metrics, source notes, chart intent; p

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.03 Data Visual Overlays - Output Routin", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.04 Data Visual Overlays - Realism Engine

Route tags: domain=Data Visual Overlays; archetype=Realism Engine; inputs=CSV, spreadsheet, metrics, source notes, chart intent; p

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.04 Data Visual Overlays - Realism Engin", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.05 Data Visual Overlays - Creative Composition

Route tags: domain=Data Visual Overlays; archetype=Creative Composition; inputs=CSV, spreadsheet, metrics, source notes, chart int

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.05 Data Visual Overlays - Creative Comp", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.06 Data Visual Overlays - Reference Fusion

Route tags: domain=Data Visual Overlays; archetype=Reference Fusion; inputs=CSV, spreadsheet, metrics, source notes, chart intent;

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.06 Data Visual Overlays - Reference Fus", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.07 Data Visual Overlays - Scene Construction

Route tags: domain=Data Visual Overlays; archetype=Scene Construction; inputs=CSV, spreadsheet, metrics, source notes, chart inten

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.07 Data Visual Overlays - Scene Constru", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.08 Data Visual Overlays - Editing and Post

Route tags: domain=Data Visual Overlays; archetype=Editing and Post; inputs=CSV, spreadsheet, metrics, source notes, chart intent;

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.08 Data Visual Overlays - Editing and P", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.09 Data Visual Overlays - Mixed Reality Layer

Route tags: domain=Data Visual Overlays; archetype=Mixed Reality Layer; inputs=CSV, spreadsheet, metrics, source notes, chart inte

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.09 Data Visual Overlays - Mixed Reality", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.10 Data Visual Overlays - Failure Modes

Route tags: domain=Data Visual Overlays; archetype=Failure Modes; inputs=CSV, spreadsheet, metrics, source notes, chart intent; pr

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.10 Data Visual Overlays - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.11 Data Visual Overlays - Evaluation Metrics

Route tags: domain=Data Visual Overlays; archetype=Evaluation Metrics; inputs=CSV, spreadsheet, metrics, source notes, chart inten

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.11 Data Visual Overlays - Evaluation Me", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

17.12 Data Visual Overlays - Prompt/Workflow Template

Route tags: domain=Data Visual Overlays; archetype=Prompt/Workflow Template; inputs=CSV, spreadsheet, metrics, source notes, chart

Core frame

In Data Visual Overlays, the system treats charts, tables, callouts, visual evidence, numeric trust, animation of quantities as a governed production layer. Inputs such as CSV, spreadsheet, metrics, source notes, chart intent must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S03][S15][S19][S21][S25].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Data Visual Overlays, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	CSV, spreadsheet, metrics, source notes, chart intent
Primary craft	charts, tables, callouts, visual evidence, numeric trust, animation of quantities
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Data Visual Overlays: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<CSV, spreadsheet, metrics, source notes, chart intent>; VISUAL WORLD=<charts, tables, callouts, visual evidence, numeric trust, animation of quantities>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "17.12 Data Visual Overlays - Prompt/Workfl", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.01 Audio Design - Definition and Ontology

Route tags: domain=Audio Design; archetype=Definition and Ontology; inputs=audio refs, voice, SFX list, tempo, loudness target; pr

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.01 Audio Design - Definition and Ontolo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.02 Audio Design - Input Normalization

Route tags: domain=Audio Design; archetype=Input Normalization; inputs=audio refs, voice, SFX list, tempo, loudness target; proof=

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.02 Audio Design - Input Normalization", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.03 Audio Design - Output Routing

Route tags: domain=Audio Design; archetype=Output Routing; inputs=audio refs, voice, SFX list, tempo, loudness target; proof=Known

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.03 Audio Design - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.04 Audio Design - Realism Engine

Route tags: domain=Audio Design; archetype=Realism Engine; inputs=audio refs, voice, SFX list, tempo, loudness target; proof=Known

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.04 Audio Design - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.05 Audio Design - Creative Composition

Route tags: domain=Audio Design; archetype=Creative Composition; inputs=audio refs, voice, SFX list, tempo, loudness target; proof

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.05 Audio Design - Creative Composition", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.06 Audio Design - Reference Fusion

Route tags: domain=Audio Design; archetype=Reference Fusion; inputs=audio refs, voice, SFX list, tempo, loudness target; proof=Kno

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.06 Audio Design - Reference Fusion", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.07 Audio Design - Scene Construction

Route tags: domain=Audio Design; archetype=Scene Construction; inputs=audio refs, voice, SFX list, tempo, loudness target; proof=K

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.07 Audio Design - Scene Construction", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.08 Audio Design - Editing and Post

Route tags: domain=Audio Design; archetype=Editing and Post; inputs=audio refs, voice, SFX list, tempo, loudness target; proof=Kno

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.08 Audio Design - Editing and Post", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.09 Audio Design - Mixed Reality Layer

Route tags: domain=Audio Design; archetype=Mixed Reality Layer; inputs=audio refs, voice, SFX list, tempo, loudness target; proof=

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.09 Audio Design - Mixed Reality Layer", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.10 Audio Design - Failure Modes

Route tags: domain=Audio Design; archetype=Failure Modes; inputs=audio refs, voice, SFX list, tempo, loudness target; proof=Known

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.10 Audio Design - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.11 Audio Design - Evaluation Metrics

Route tags: domain=Audio Design; archetype=Evaluation Metrics; inputs=audio refs, voice, SFX list, tempo, loudness target; proof=K

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.11 Audio Design - Evaluation Metrics", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

18.12 Audio Design - Prompt/Workflow Template

Route tags: domain=Audio Design; archetype=Prompt/Workflow Template; inputs=audio refs, voice, SFX list, tempo, loudness target; p

Core frame

In Audio Design, the system treats music, ambience, foley, dynamics, sound perspective, emotional pacing as a governed production layer. Inputs such as audio refs, voice, SFX list, tempo, loudness target must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Audio Design, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	audio refs, voice, SFX list, tempo, loudness target
Primary craft	music, ambience, foley, dynamics, sound perspective, emotional pacing
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Audio Design:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<audio refs, voice, SFX list, tempo, loudness target>; VISUAL WORLD=<music, ambience, foley, dynamics, sound perspective, emotional pacing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "18.12 Audio Design - Prompt/Workflow Templ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.01 Voiceover and Lip-Sync - Definition and Ontology

Route tags: domain=Voiceover and Lip-Sync; archetype=Definition and Ontology; inputs=script, audio, face ref, language, pronunciat

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.01 Voiceover and Lip-Sync - Definition ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.02 Voiceover and Lip-Sync - Input Normalization

Route tags: domain=Voiceover and Lip-Sync; archetype=Input Normalization; inputs=script, audio, face ref, language, pronunciation

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.02 Voiceover and Lip-Sync - Input Norma", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.03 Voiceover and Lip-Sync - Output Routing

Route tags: domain=Voiceover and Lip-Sync; archetype=Output Routing; inputs=script, audio, face ref, language, pronunciation notes

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.03 Voiceover and Lip-Sync - Output Rout", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.04 Voiceover and Lip-Sync - Realism Engine

Route tags: domain=Voiceover and Lip-Sync; archetype=Realism Engine; inputs=script, audio, face ref, language, pronunciation notes

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.04 Voiceover and Lip-Sync - Realism Eng", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.05 Voiceover and Lip-Sync - Creative Composition

Route tags: domain=Voiceover and Lip-Sync; archetype=Creative Composition; inputs=script, audio, face ref, language, pronunciation

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.05 Voiceover and Lip-Sync - Creative Co", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.06 Voiceover and Lip-Sync - Reference Fusion

Route tags: domain=Voiceover and Lip-Sync; archetype=Reference Fusion; inputs=script, audio, face ref, language, pronunciation not

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.06 Voiceover and Lip-Sync - Reference F", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.07 Voiceover and Lip-Sync - Scene Construction

Route tags: domain=Voiceover and Lip-Sync; archetype=Scene Construction; inputs=script, audio, face ref, language, pronunciation n

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.07 Voiceover and Lip-Sync - Scene Const", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.08 Voiceover and Lip-Sync - Editing and Post

Route tags: domain=Voiceover and Lip-Sync; archetype=Editing and Post; inputs=script, audio, face ref, language, pronunciation not

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.08 Voiceover and Lip-Sync - Editing and", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.09 Voiceover and Lip-Sync - Mixed Reality Layer

Route tags: domain=Voiceover and Lip-Sync; archetype=Mixed Reality Layer; inputs=script, audio, face ref, language, pronunciation

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.09 Voiceover and Lip-Sync - Mixed Reali", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.10 Voiceover and Lip-Sync - Failure Modes

Route tags: domain=Voiceover and Lip-Sync; archetype=Failure Modes; inputs=script, audio, face ref, language, pronunciation notes;

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.10 Voiceover and Lip-Sync - Failure Mod", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.11 Voiceover and Lip-Sync - Evaluation Metrics

Route tags: domain=Voiceover and Lip-Sync; archetype=Evaluation Metrics; inputs=script, audio, face ref, language, pronunciation n

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.11 Voiceover and Lip-Sync - Evaluation ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

19.12 Voiceover and Lip-Sync - Prompt/Workflow Template

Route tags: domain=Voiceover and Lip-Sync; archetype=Prompt/Workflow Template; inputs=script, audio, face ref, language, pronuncia

Core frame

In Voiceover and Lip-Sync, the system treats phoneme timing, face motion, breath, emotional delivery, avatar ethics as a governed production layer. Inputs such as script, audio, face ref, language, pronunciation notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S10][S12][S16][S17].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Voiceover and Lip-Sync, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, audio, face ref, language, pronunciation notes
Primary craft	phoneme timing, face motion, breath, emotional delivery, avatar ethics
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Voiceover and Lip-Sync: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, audio, face ref, language, pronunciation notes>; VISUAL WORLD=<phoneme timing, face motion, breath, emotional delivery, avatar ethics>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "19.12 Voiceover and Lip-Sync - Prompt/Work", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.01 Editing and Montage - Definition and Ontology

Route tags: domain=Editing and Montage; archetype=Definition and Ontology; inputs=raw clips, selects, script, beat map, music; pro

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.01 Editing and Montage - Definition and", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.02 Editing and Montage - Input Normalization

Route tags: domain=Editing and Montage; archetype=Input Normalization; inputs=raw clips, selects, script, beat map, music; proof=K

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.02 Editing and Montage - Input Normaliz", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.03 Editing and Montage - Output Routing

Route tags: domain=Editing and Montage; archetype=Output Routing; inputs=raw clips, selects, script, beat map, music; proof=Known

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.03 Editing and Montage - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.04 Editing and Montage - Realism Engine

Route tags: domain=Editing and Montage; archetype=Realism Engine; inputs=raw clips, selects, script, beat map, music; proof=Known

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.04 Editing and Montage - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.05 Editing and Montage - Creative Composition

Route tags: domain=Editing and Montage; archetype=Creative Composition; inputs=raw clips, selects, script, beat map, music; proof=

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.05 Editing and Montage - Creative Compo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.06 Editing and Montage - Reference Fusion

Route tags: domain=Editing and Montage; archetype=Reference Fusion; inputs=raw clips, selects, script, beat map, music; proof=Know

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.06 Editing and Montage - Reference Fusi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.07 Editing and Montage - Scene Construction

Route tags: domain=Editing and Montage; archetype=Scene Construction; inputs=raw clips, selects, script, beat map, music; proof=Kn

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.07 Editing and Montage - Scene Construc", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.08 Editing and Montage - Editing and Post

Route tags: domain=Editing and Montage; archetype=Editing and Post; inputs=raw clips, selects, script, beat map, music; proof=Know

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.08 Editing and Montage - Editing and Po", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.09 Editing and Montage - Mixed Reality Layer

Route tags: domain=Editing and Montage; archetype=Mixed Reality Layer; inputs=raw clips, selects, script, beat map, music; proof=K

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.09 Editing and Montage - Mixed Reality ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.10 Editing and Montage - Failure Modes

Route tags: domain=Editing and Montage; archetype=Failure Modes; inputs=raw clips, selects, script, beat map, music; proof=Known /

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.10 Editing and Montage - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.11 Editing and Montage - Evaluation Metrics

Route tags: domain=Editing and Montage; archetype=Evaluation Metrics; inputs=raw clips, selects, script, beat map, music; proof=Kn

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.11 Editing and Montage - Evaluation Met", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

20.12 Editing and Montage - Prompt/Workflow Template

Route tags: domain=Editing and Montage; archetype=Prompt/Workflow Template; inputs=raw clips, selects, script, beat map, music; pr

Core frame

In Editing and Montage, the system treats cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar as a governed production layer. Inputs such as raw clips, selects, script, beat map, music must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Editing and Montage, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	raw clips, selects, script, beat map, music
Primary craft	cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Editing and Montage:
OUTPUT=<specific format>; AUDIENCE=<who must react>;
CORE MESSAGE=<single sentence>; ASSETS=<raw clips, selects, script, beat map, music>; VISUAL WORLD=<cut motivation, rhythm, continuity, contrast, pacing, sequence logic, trailer grammar>;
CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE
FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "20.12 Editing and Montage - Prompt/Workflo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.01 VFX and Compositing - Definition and Ontology

Route tags: domain=VFX and Compositing; archetype=Definition and Ontology; inputs=plate, alpha, matte, clean plate, camera data; p

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.01 VFX and Compositing - Definition and", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.02 VFX and Compositing - Input Normalization

Route tags: domain=VFX and Compositing; archetype=Input Normalization; inputs=plate, alpha, matte, clean plate, camera data; proof

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.02 VFX and Compositing - Input Normaliz", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.03 VFX and Compositing - Output Routing

Route tags: domain=VFX and Compositing; archetype=Output Routing; inputs=plate, alpha, matte, clean plate, camera data; proof=Know

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.03 VFX and Compositing - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.04 VFX and Compositing - Realism Engine

Route tags: domain=VFX and Compositing; archetype=Realism Engine; inputs=plate, alpha, matte, clean plate, camera data; proof=Know

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.04 VFX and Compositing - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.05 VFX and Compositing - Creative Composition

Route tags: domain=VFX and Compositing; archetype=Creative Composition; inputs=plate, alpha, matte, clean plate, camera data; proo

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.05 VFX and Compositing - Creative Compo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.06 VFX and Compositing - Reference Fusion

Route tags: domain=VFX and Compositing; archetype=Reference Fusion; inputs=plate, alpha, matte, clean plate, camera data; proof=Kn

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.06 VFX and Compositing - Reference Fusi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.07 VFX and Compositing - Scene Construction

Route tags: domain=VFX and Compositing; archetype=Scene Construction; inputs=plate, alpha, matte, clean plate, camera data; proof=

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.07 VFX and Compositing - Scene Construc", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.08 VFX and Compositing - Editing and Post

Route tags: domain=VFX and Compositing; archetype=Editing and Post; inputs=plate, alpha, matte, clean plate, camera data; proof=Kn

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.08 VFX and Compositing - Editing and Po", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.09 VFX and Compositing - Mixed Reality Layer

Route tags: domain=VFX and Compositing; archetype=Mixed Reality Layer; inputs=plate, alpha, matte, clean plate, camera data; proof

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.09 VFX and Compositing - Mixed Reality ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.10 VFX and Compositing - Failure Modes

Route tags: domain=VFX and Compositing; archetype=Failure Modes; inputs=plate, alpha, matte, clean plate, camera data; proof=Known

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.10 VFX and Compositing - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.11 VFX and Compositing - Evaluation Metrics

Route tags: domain=VFX and Compositing; archetype=Evaluation Metrics; inputs=plate, alpha, matte, clean plate, camera data; proof=

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.11 VFX and Compositing - Evaluation Met", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

21.12 VFX and Compositing - Prompt/Workflow Template

Route tags: domain=VFX and Compositing; archetype=Prompt/Workflow Template; inputs=plate, alpha, matte, clean plate, camera data;

Core frame

In VFX and Compositing, the system treats masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic as a governed production layer. Inputs such as plate, alpha, matte, clean plate, camera data must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For VFX and Compositing, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	plate, alpha, matte, clean plate, camera data
Primary craft	masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for VFX and Compositing: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<plate, alpha, matte, clean plate, camera data>; VISUAL WORLD=<masks, rotoscoping, tracking, grain, edge integration, relighting, plate logic>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "21.12 VFX and Compositing - Prompt/Workflo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.01 3D and 4D Assets - Definition and Ontology

Route tags: domain=3D and 4D Assets; archetype=Definition and Ontology; inputs=3D model, scan, photogrammetry, texture, animation;

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.01 3D and 4D Assets - Definition and On", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.02 3D and 4D Assets - Input Normalization

Route tags: domain=3D and 4D Assets; archetype=Input Normalization; inputs=3D model, scan, photogrammetry, texture, animation; pro

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.02 3D and 4D Assets - Input Normalizati", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.03 3D and 4D Assets - Output Routing

Route tags: domain=3D and 4D Assets; archetype=Output Routing; inputs=3D model, scan, photogrammetry, texture, animation; proof=Kn

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.03 3D and 4D Assets - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.04 3D and 4D Assets - Realism Engine

Route tags: domain=3D and 4D Assets; archetype=Realism Engine; inputs=3D model, scan, photogrammetry, texture, animation; proof=Kn

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.04 3D and 4D Assets - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.05 3D and 4D Assets - Creative Composition

Route tags: domain=3D and 4D Assets; archetype=Creative Composition; inputs=3D model, scan, photogrammetry, texture, animation; pr

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.05 3D and 4D Assets - Creative Composit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.06 3D and 4D Assets - Reference Fusion

Route tags: domain=3D and 4D Assets; archetype=Reference Fusion; inputs=3D model, scan, photogrammetry, texture, animation; proof=

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.06 3D and 4D Assets - Reference Fusion", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.07 3D and 4D Assets - Scene Construction

Route tags: domain=3D and 4D Assets; archetype=Scene Construction; inputs=3D model, scan, photogrammetry, texture, animation; proo

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.07 3D and 4D Assets - Scene Constructio", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.08 3D and 4D Assets - Editing and Post

Route tags: domain=3D and 4D Assets; archetype=Editing and Post; inputs=3D model, scan, photogrammetry, texture, animation; proof=

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.08 3D and 4D Assets - Editing and Post", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.09 3D and 4D Assets - Mixed Reality Layer

Route tags: domain=3D and 4D Assets; archetype=Mixed Reality Layer; inputs=3D model, scan, photogrammetry, texture, animation; pro

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.09 3D and 4D Assets - Mixed Reality Lay", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.10 3D and 4D Assets - Failure Modes

Route tags: domain=3D and 4D Assets; archetype=Failure Modes; inputs=3D model, scan, photogrammetry, texture, animation; proof=Kno

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.10 3D and 4D Assets - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.11 3D and 4D Assets - Evaluation Metrics

Route tags: domain=3D and 4D Assets; archetype=Evaluation Metrics; inputs=3D model, scan, photogrammetry, texture, animation; proo

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.11 3D and 4D Assets - Evaluation Metric", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

22.12 3D and 4D Assets - Prompt/Workflow Template

Route tags: domain=3D and 4D Assets; archetype=Prompt/Workflow Template; inputs=3D model, scan, photogrammetry, texture, animation

Core frame

In 3D and 4D Assets, the system treats geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes as a governed production layer. Inputs such as 3D model, scan, photogrammetry, texture, animation must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For 3D and 4D Assets, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	3D model, scan, photogrammetry, texture, animation
Primary craft	geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for 3D and 4D Assets: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<3D model, scan, photogrammetry, texture, animation>; VISUAL WORLD=<geometry, materials, rigging, Gaussian splats, NeRF-like capture, render passes>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "22.12 3D and 4D Assets - Prompt/Workflow T", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.01 Storyboarding and Animatics - Definition and Ontology

Route tags: domain=Storyboarding and Animatics; archetype=Definition and Ontology; inputs=script, act structure, frame ratio, refe

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.01 Storyboarding and Animatics - Defini", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.02 Storyboarding and Animatics - Input Normalization

Route tags: domain=Storyboarding and Animatics; archetype=Input Normalization; inputs=script, act structure, frame ratio, referenc

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.02 Storyboarding and Animatics - Input ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.03 Storyboarding and Animatics - Output Routing

Route tags: domain=Storyboarding and Animatics; archetype=Output Routing; inputs=script, act structure, frame ratio, reference sce

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.03 Storyboarding and Animatics - Output", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.04 Storyboarding and Animatics - Realism Engine

Route tags: domain=Storyboarding and Animatics; archetype=Realism Engine; inputs=script, act structure, frame ratio, reference sce

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.04 Storyboarding and Animatics - Realis", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.05 Storyboarding and Animatics - Creative Composition

Route tags: domain=Storyboarding and Animatics; archetype=Creative Composition; inputs=script, act structure, frame ratio, referen

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.05 Storyboarding and Animatics - Creati", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.06 Storyboarding and Animatics - Reference Fusion

Route tags: domain=Storyboarding and Animatics; archetype=Reference Fusion; inputs=script, act structure, frame ratio, reference s

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.06 Storyboarding and Animatics - Refere", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.07 Storyboarding and Animatics - Scene Construction

Route tags: domain=Storyboarding and Animatics; archetype=Scene Construction; inputs=script, act structure, frame ratio, reference

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.07 Storyboarding and Animatics - Scene ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.08 Storyboarding and Animatics - Editing and Post

Route tags: domain=Storyboarding and Animatics; archetype=Editing and Post; inputs=script, act structure, frame ratio, reference s

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.08 Storyboarding and Animatics - Editin", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.09 Storyboarding and Animatics - Mixed Reality Layer

Route tags: domain=Storyboarding and Animatics; archetype=Mixed Reality Layer; inputs=script, act structure, frame ratio, referenc

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.09 Storyboarding and Animatics - Mixed ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.10 Storyboarding and Animatics - Failure Modes

Route tags: domain=Storyboarding and Animatics; archetype=Failure Modes; inputs=script, act structure, frame ratio, reference scen

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.10 Storyboarding and Animatics - Failur", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.11 Storyboarding and Animatics - Evaluation Metrics

Route tags: domain=Storyboarding and Animatics; archetype=Evaluation Metrics; inputs=script, act structure, frame ratio, reference

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.11 Storyboarding and Animatics - Evalua", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

23.12 Storyboarding and Animatics - Prompt/Workflow Template

Route tags: domain=Storyboarding and Animatics; archetype=Prompt/Workflow Template; inputs=script, act structure, frame ratio, ref

Core frame

In Storyboarding and Animatics, the system treats shot planning, beat continuity, panel economy, timing, transition intention as a governed production layer. Inputs such as script, act structure, frame ratio, reference scenes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Storyboarding and Animatics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	script, act structure, frame ratio, reference scenes
Primary craft	shot planning, beat continuity, panel economy, timing, transition intention
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Storyboarding and Animatics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<script, act structure, frame ratio, reference scenes>; VISUAL WORLD=<shot planning, beat continuity, panel economy, timing, transition intention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "23.12 Storyboarding and Animatics - Prompt", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.01 Social Platform Formats - Definition and Ontology

Route tags: domain=Social Platform Formats; archetype=Definition and Ontology; inputs=platform, duration, CTA, audience, trend ref

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.01 Social Platform Formats - Definition", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.02 Social Platform Formats - Input Normalization

Route tags: domain=Social Platform Formats; archetype=Input Normalization; inputs=platform, duration, CTA, audience, trend refs; p

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.02 Social Platform Formats - Input Norm", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.03 Social Platform Formats - Output Routing

Route tags: domain=Social Platform Formats; archetype=Output Routing; inputs=platform, duration, CTA, audience, trend refs; proof=

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.03 Social Platform Formats - Output Rou", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.04 Social Platform Formats - Realism Engine

Route tags: domain=Social Platform Formats; archetype=Realism Engine; inputs=platform, duration, CTA, audience, trend refs; proof=

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.04 Social Platform Formats - Realism En", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.05 Social Platform Formats - Creative Composition

Route tags: domain=Social Platform Formats; archetype=Creative Composition; inputs=platform, duration, CTA, audience, trend refs;

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.05 Social Platform Formats - Creative C", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.06 Social Platform Formats - Reference Fusion

Route tags: domain=Social Platform Formats; archetype=Reference Fusion; inputs=platform, duration, CTA, audience, trend refs; proo

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.06 Social Platform Formats - Reference ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.07 Social Platform Formats - Scene Construction

Route tags: domain=Social Platform Formats; archetype=Scene Construction; inputs=platform, duration, CTA, audience, trend refs; pr

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.07 Social Platform Formats - Scene Cons", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.08 Social Platform Formats - Editing and Post

Route tags: domain=Social Platform Formats; archetype=Editing and Post; inputs=platform, duration, CTA, audience, trend refs; proo

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.08 Social Platform Formats - Editing an", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.09 Social Platform Formats - Mixed Reality Layer

Route tags: domain=Social Platform Formats; archetype=Mixed Reality Layer; inputs=platform, duration, CTA, audience, trend refs; p

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.09 Social Platform Formats - Mixed Real", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.10 Social Platform Formats - Failure Modes

Route tags: domain=Social Platform Formats; archetype=Failure Modes; inputs=platform, duration, CTA, audience, trend refs; proof=K

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.10 Social Platform Formats - Failure Mo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.11 Social Platform Formats - Evaluation Metrics

Route tags: domain=Social Platform Formats; archetype=Evaluation Metrics; inputs=platform, duration, CTA, audience, trend refs; pr

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.11 Social Platform Formats - Evaluation", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

24.12 Social Platform Formats - Prompt/Workflow Template

Route tags: domain=Social Platform Formats; archetype=Prompt/Workflow Template; inputs=platform, duration, CTA, audience, trend re

Core frame

In Social Platform Formats, the system treats vertical short, reel, thumbnail, loop, hook, caption density, retention as a governed production layer. Inputs such as platform, duration, CTA, audience, trend refs must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Social Platform Formats, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	platform, duration, CTA, audience, trend refs
Primary craft	vertical short, reel, thumbnail, loop, hook, caption density, retention
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Social Platform Formats: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<platform, duration, CTA, audience, trend refs>; VISUAL WORLD=<vertical short, reel, thumbnail, loop, hook, caption density, retention>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "24.12 Social Platform Formats - Prompt/Wor", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.01 Brand Systems - Definition and Ontology

Route tags: domain=Brand Systems; archetype=Definition and Ontology; inputs=brand book, templates, prohibited uses, legal notes; p

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.01 Brand Systems - Definition and Ontol", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.02 Brand Systems - Input Normalization

Route tags: domain=Brand Systems; archetype=Input Normalization; inputs=brand book, templates, prohibited uses, legal notes; proof

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.02 Brand Systems - Input Normalization", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.03 Brand Systems - Output Routing

Route tags: domain=Brand Systems; archetype=Output Routing; inputs=brand book, templates, prohibited uses, legal notes; proof=Know

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.03 Brand Systems - Output Routing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.04 Brand Systems - Realism Engine

Route tags: domain=Brand Systems; archetype=Realism Engine; inputs=brand book, templates, prohibited uses, legal notes; proof=Know

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.04 Brand Systems - Realism Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.05 Brand Systems - Creative Composition

Route tags: domain=Brand Systems; archetype=Creative Composition; inputs=brand book, templates, prohibited uses, legal notes; proo

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.05 Brand Systems - Creative Composition", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.06 Brand Systems - Reference Fusion

Route tags: domain=Brand Systems; archetype=Reference Fusion; inputs=brand book, templates, prohibited uses, legal notes; proof=Kn

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.06 Brand Systems - Reference Fusion", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.07 Brand Systems - Scene Construction

Route tags: domain=Brand Systems; archetype=Scene Construction; inputs=brand book, templates, prohibited uses, legal notes; proof=

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.07 Brand Systems - Scene Construction", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.08 Brand Systems - Editing and Post

Route tags: domain=Brand Systems; archetype=Editing and Post; inputs=brand book, templates, prohibited uses, legal notes; proof=Kn

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.08 Brand Systems - Editing and Post", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.09 Brand Systems - Mixed Reality Layer

Route tags: domain=Brand Systems; archetype=Mixed Reality Layer; inputs=brand book, templates, prohibited uses, legal notes; proof

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.09 Brand Systems - Mixed Reality Layer", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.10 Brand Systems - Failure Modes

Route tags: domain=Brand Systems; archetype=Failure Modes; inputs=brand book, templates, prohibited uses, legal notes; proof=Known

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.10 Brand Systems - Failure Modes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.11 Brand Systems - Evaluation Metrics

Route tags: domain=Brand Systems; archetype=Evaluation Metrics; inputs=brand book, templates, prohibited uses, legal notes; proof=

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.11 Brand Systems - Evaluation Metrics", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

25.12 Brand Systems - Prompt/Workflow Template

Route tags: domain=Brand Systems; archetype=Prompt/Workflow Template; inputs=brand book, templates, prohibited uses, legal notes;

Core frame

In Brand Systems, the system treats identity consistency, logo placement, tone, color code, typography, asset governance as a governed production layer. Inputs such as brand book, templates, prohibited uses, legal notes must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Brand Systems, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brand book, templates, prohibited uses, legal notes
Primary craft	identity consistency, logo placement, tone, color code, typography, asset governance
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Brand Systems:
OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brand book, templates, prohibited uses, legal notes>; VISUAL WORLD=<identity consistency, logo placement, tone, color code, typography, asset governance>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "25.12 Brand Systems - Prompt/Workflow Temp", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.01 E-Commerce and Product Pages - Definition and Ontology

Route tags: domain=E-Commerce and Product Pages; archetype=Definition and Ontology; inputs=SKU, product photos, dimensions, review

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.01 E-Commerce and Product Pages - Defin", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.02 E-Commerce and Product Pages - Input Normalization

Route tags: domain=E-Commerce and Product Pages; archetype=Input Normalization; inputs=SKU, product photos, dimensions, reviews, b

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.02 E-Commerce and Product Pages - Input", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.03 E-Commerce and Product Pages - Output Routing

Route tags: domain=E-Commerce and Product Pages; archetype=Output Routing; inputs=SKU, product photos, dimensions, reviews, benefi

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.03 E-Commerce and Product Pages - Outpu", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.04 E-Commerce and Product Pages - Realism Engine

Route tags: domain=E-Commerce and Product Pages; archetype=Realism Engine; inputs=SKU, product photos, dimensions, reviews, benefi

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.04 E-Commerce and Product Pages - Reali", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.05 E-Commerce and Product Pages - Creative Composition

Route tags: domain=E-Commerce and Product Pages; archetype=Creative Composition; inputs=SKU, product photos, dimensions, reviews,

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.05 E-Commerce and Product Pages - Creat", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.06 E-Commerce and Product Pages - Reference Fusion

Route tags: domain=E-Commerce and Product Pages; archetype=Reference Fusion; inputs=SKU, product photos, dimensions, reviews, bene

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.06 E-Commerce and Product Pages - Refer", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.07 E-Commerce and Product Pages - Scene Construction

Route tags: domain=E-Commerce and Product Pages; archetype=Scene Construction; inputs=SKU, product photos, dimensions, reviews, be

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.07 E-Commerce and Product Pages - Scene", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.08 E-Commerce and Product Pages - Editing and Post

Route tags: domain=E-Commerce and Product Pages; archetype=Editing and Post; inputs=SKU, product photos, dimensions, reviews, bene

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.08 E-Commerce and Product Pages - Editi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.09 E-Commerce and Product Pages - Mixed Reality Layer

Route tags: domain=E-Commerce and Product Pages; archetype=Mixed Reality Layer; inputs=SKU, product photos, dimensions, reviews, b

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.09 E-Commerce and Product Pages - Mixed", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.10 E-Commerce and Product Pages - Failure Modes

Route tags: domain=E-Commerce and Product Pages; archetype=Failure Modes; inputs=SKU, product photos, dimensions, reviews, benefit

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.10 E-Commerce and Product Pages - Failu", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.11 E-Commerce and Product Pages - Evaluation Metrics

Route tags: domain=E-Commerce and Product Pages; archetype=Evaluation Metrics; inputs=SKU, product photos, dimensions, reviews, be

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.11 E-Commerce and Product Pages - Evalu", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

26.12 E-Commerce and Product Pages - Prompt/Workflow Template

Route tags: domain=E-Commerce and Product Pages; archetype=Prompt/Workflow Template; inputs=SKU, product photos, dimensions, revie

Core frame

In E-Commerce and Product Pages, the system treats conversion imagery, trust cues, scale, variants, use-case sequencing as a governed production layer. Inputs such as SKU, product photos, dimensions, reviews, benefits must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For E-Commerce and Product Pages, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	SKU, product photos, dimensions, reviews, benefits
Primary craft	conversion imagery, trust cues, scale, variants, use-case sequencing
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for E-Commerce and Product Pages: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<SKU, product photos, dimensions, reviews, benefits>; VISUAL WORLD=<conversion imagery, trust cues, scale, variants, use-case sequencing>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "26.12 E-Commerce and Product Pages - Promp", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.01 Music Videos and Art Direction - Definition and Ontology

Route tags: domain=Music Videos and Art Direction; archetype=Definition and Ontology; inputs=track, lyrics, BPM, artist image, ref

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.01 Music Videos and Art Direction - Def", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.02 Music Videos and Art Direction - Input Normalization

Route tags: domain=Music Videos and Art Direction; archetype=Input Normalization; inputs=track, lyrics, BPM, artist image, referen

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.02 Music Videos and Art Direction - Inp", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.03 Music Videos and Art Direction - Output Routing

Route tags: domain=Music Videos and Art Direction; archetype=Output Routing; inputs=track, lyrics, BPM, artist image, references;

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.03 Music Videos and Art Direction - Out", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.04 Music Videos and Art Direction - Realism Engine

Route tags: domain=Music Videos and Art Direction; archetype=Realism Engine; inputs=track, lyrics, BPM, artist image, references;

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.04 Music Videos and Art Direction - Rea", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.05 Music Videos and Art Direction - Creative Composition

Route tags: domain=Music Videos and Art Direction; archetype=Creative Composition; inputs=track, lyrics, BPM, artist image, refere

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.05 Music Videos and Art Direction - Cre", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.06 Music Videos and Art Direction - Reference Fusion

Route tags: domain=Music Videos and Art Direction; archetype=Reference Fusion; inputs=track, lyrics, BPM, artist image, references

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.06 Music Videos and Art Direction - Ref", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.07 Music Videos and Art Direction - Scene Construction

Route tags: domain=Music Videos and Art Direction; archetype=Scene Construction; inputs=track, lyrics, BPM, artist image, referenc

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.07 Music Videos and Art Direction - Sce", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.08 Music Videos and Art Direction - Editing and Post

Route tags: domain=Music Videos and Art Direction; archetype=Editing and Post; inputs=track, lyrics, BPM, artist image, references

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.08 Music Videos and Art Direction - Edi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.09 Music Videos and Art Direction - Mixed Reality Layer

Route tags: domain=Music Videos and Art Direction; archetype=Mixed Reality Layer; inputs=track, lyrics, BPM, artist image, referen

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.09 Music Videos and Art Direction - Mix", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.10 Music Videos and Art Direction - Failure Modes

Route tags: domain=Music Videos and Art Direction; archetype=Failure Modes; inputs=track, lyrics, BPM, artist image, references; p

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.10 Music Videos and Art Direction - Fai", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.11 Music Videos and Art Direction - Evaluation Metrics

Route tags: domain=Music Videos and Art Direction; archetype=Evaluation Metrics; inputs=track, lyrics, BPM, artist image, referenc

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.11 Music Videos and Art Direction - Eva", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

27.12 Music Videos and Art Direction - Prompt/Workflow Template

Route tags: domain=Music Videos and Art Direction; archetype=Prompt/Workflow Template; inputs=track, lyrics, BPM, artist image, re

Core frame

In Music Videos and Art Direction, the system treats visual motif, performance energy, rhythm geometry, costume, lighting worlds as a governed production layer. Inputs such as track, lyrics, BPM, artist image, references must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S04][S05][S06][S07][S08][S10][S11][S16][S17].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Music Videos and Art Direction, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	track, lyrics, BPM, artist image, references
Primary craft	visual motif, performance energy, rhythm geometry, costume, lighting worlds
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Music Videos and Art Direction: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<track, lyrics, BPM, artist image, references>; VISUAL WORLD=<visual motif, performance energy, rhythm geometry, costume, lighting worlds>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "27.12 Music Videos and Art Direction - Pro", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.01 Education and Explainers - Definition and Ontology

Route tags: domain=Education and Explainers; archetype=Definition and Ontology; inputs=lesson goal, learner level, data, examples;

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.01 Education and Explainers - Definitio", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.02 Education and Explainers - Input Normalization

Route tags: domain=Education and Explainers; archetype=Input Normalization; inputs=lesson goal, learner level, data, examples; pro

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.02 Education and Explainers - Input Nor", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.03 Education and Explainers - Output Routing

Route tags: domain=Education and Explainers; archetype=Output Routing; inputs=lesson goal, learner level, data, examples; proof=Kn

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.03 Education and Explainers - Output Ro", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.04 Education and Explainers - Realism Engine

Route tags: domain=Education and Explainers; archetype=Realism Engine; inputs=lesson goal, learner level, data, examples; proof=Kn

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.04 Education and Explainers - Realism E", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.05 Education and Explainers - Creative Composition

Route tags: domain=Education and Explainers; archetype=Creative Composition; inputs=lesson goal, learner level, data, examples; pr

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.05 Education and Explainers - Creative ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.06 Education and Explainers - Reference Fusion

Route tags: domain=Education and Explainers; archetype=Reference Fusion; inputs=lesson goal, learner level, data, examples; proof=

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.06 Education and Explainers - Reference", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.07 Education and Explainers - Scene Construction

Route tags: domain=Education and Explainers; archetype=Scene Construction; inputs=lesson goal, learner level, data, examples; proo

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.07 Education and Explainers - Scene Con", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.08 Education and Explainers - Editing and Post

Route tags: domain=Education and Explainers; archetype=Editing and Post; inputs=lesson goal, learner level, data, examples; proof=

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.08 Education and Explainers - Editing a", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.09 Education and Explainers - Mixed Reality Layer

Route tags: domain=Education and Explainers; archetype=Mixed Reality Layer; inputs=lesson goal, learner level, data, examples; pro

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.09 Education and Explainers - Mixed Rea", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.10 Education and Explainers - Failure Modes

Route tags: domain=Education and Explainers; archetype=Failure Modes; inputs=lesson goal, learner level, data, examples; proof=Kno

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.10 Education and Explainers - Failure M", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.11 Education and Explainers - Evaluation Metrics

Route tags: domain=Education and Explainers; archetype=Evaluation Metrics; inputs=lesson goal, learner level, data, examples; proo

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.11 Education and Explainers - Evaluatio", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

28.12 Education and Explainers - Prompt/Workflow Template

Route tags: domain=Education and Explainers; archetype=Prompt/Workflow Template; inputs=lesson goal, learner level, data, examples

Core frame

In Education and Explainers, the system treats cognitive load, stepwise diagrams, narration, analogies, visual proofs as a governed production layer. Inputs such as lesson goal, learner level, data, examples must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Education and Explainers, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	lesson goal, learner level, data, examples
Primary craft	cognitive load, stepwise diagrams, narration, analogies, visual proofs
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Education and Explainers: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<lesson goal, learner level, data, examples>; VISUAL WORLD=<cognitive load, stepwise diagrams, narration, analogies, visual proofs>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "28.12 Education and Explainers - Prompt/Wo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.01 News Documentary and Ethics - Definition and Ontology

Route tags: domain=News Documentary and Ethics; archetype=Definition and Ontology; inputs=source clips, witness accounts, verified

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.01 News Documentary and Ethics - Defini", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.02 News Documentary and Ethics - Input Normalization

Route tags: domain=News Documentary and Ethics; archetype=Input Normalization; inputs=source clips, witness accounts, verified mat

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.02 News Documentary and Ethics - Input ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.03 News Documentary and Ethics - Output Routing

Route tags: domain=News Documentary and Ethics; archetype=Output Routing; inputs=source clips, witness accounts, verified material

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.03 News Documentary and Ethics - Output", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.04 News Documentary and Ethics - Realism Engine

Route tags: domain=News Documentary and Ethics; archetype=Realism Engine; inputs=source clips, witness accounts, verified material

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.04 News Documentary and Ethics - Realis", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.05 News Documentary and Ethics - Creative Composition

Route tags: domain=News Documentary and Ethics; archetype=Creative Composition; inputs=source clips, witness accounts, verified ma

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.05 News Documentary and Ethics - Creati", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.06 News Documentary and Ethics - Reference Fusion

Route tags: domain=News Documentary and Ethics; archetype=Reference Fusion; inputs=source clips, witness accounts, verified materi

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.06 News Documentary and Ethics - Refere", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.07 News Documentary and Ethics - Scene Construction

Route tags: domain=News Documentary and Ethics; archetype=Scene Construction; inputs=source clips, witness accounts, verified mate

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.07 News Documentary and Ethics - Scene ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.08 News Documentary and Ethics - Editing and Post

Route tags: domain=News Documentary and Ethics; archetype=Editing and Post; inputs=source clips, witness accounts, verified materi

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.08 News Documentary and Ethics - Editin", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.09 News Documentary and Ethics - Mixed Reality Layer

Route tags: domain=News Documentary and Ethics; archetype=Mixed Reality Layer; inputs=source clips, witness accounts, verified mat

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.09 News Documentary and Ethics - Mixed ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.10 News Documentary and Ethics - Failure Modes

Route tags: domain=News Documentary and Ethics; archetype=Failure Modes; inputs=source clips, witness accounts, verified material;

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.10 News Documentary and Ethics - Failur", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.11 News Documentary and Ethics - Evaluation Metrics

Route tags: domain=News Documentary and Ethics; archetype=Evaluation Metrics; inputs=source clips, witness accounts, verified mate

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.11 News Documentary and Ethics - Evalua", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

29.12 News Documentary and Ethics - Prompt/Workflow Template

Route tags: domain=News Documentary and Ethics; archetype=Prompt/Workflow Template; inputs=source clips, witness accounts, verifie

Core frame

In News Documentary and Ethics, the system treats truthfulness, provenance, labels, reconstruction boundaries, defamation risk as a governed production layer. Inputs such as source clips, witness accounts, verified material must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S02][S03][S04][S08][S09][S16][S17][S19][S20].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For News Documentary and Ethics, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	source clips, witness accounts, verified material
Primary craft	truthfulness, provenance, labels, reconstruction boundaries, defamation risk
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for News Documentary and Ethics: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<source clips, witness accounts, verified material>; VISUAL WORLD=<truthfulness, provenance, labels, reconstruction boundaries, defamation risk>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "29.12 News Documentary and Ethics - Prompt", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.01 Production Pipeline and QA - Definition and Ontology

Route tags: domain=Production Pipeline and QA; archetype=Definition and Ontology; inputs=brief, schedule, tool stack, QC checklist

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Definition and Ontology

Define the domain as entities, relations, processes, and governance rules. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Definition and Ontology
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.01 Production Pipeline and QA - Definit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.02 Production Pipeline and QA - Input Normalization

Route tags: domain=Production Pipeline and QA; archetype=Input Normalization; inputs=brief, schedule, tool stack, QC checklist; pr

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Input Normalization

Convert messy input into a typed asset graph before generation. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Input Normalization
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.02 Production Pipeline and QA - Input N", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.03 Production Pipeline and QA - Output Routing

Route tags: domain=Production Pipeline and QA; archetype=Output Routing; inputs=brief, schedule, tool stack, QC checklist; proof=K

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Output Routing

Choose image, video, edit, overlay, audio, caption, 3D, or composite pathway. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Output Routing
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.03 Production Pipeline and QA - Output ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.04 Production Pipeline and QA - Realism Engine

Route tags: domain=Production Pipeline and QA; archetype=Realism Engine; inputs=brief, schedule, tool stack, QC checklist; proof=K

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Realism Engine

Make the output obey light, material, scale, camera, body, and temporal laws. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Realism Engine
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.04 Production Pipeline and QA - Realism", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.05 Production Pipeline and QA - Creative Composition

Route tags: domain=Production Pipeline and QA; archetype=Creative Composition; inputs=brief, schedule, tool stack, QC checklist; p

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Creative Composition

Transform function into style without losing intent or readability. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Creative Composition
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.05 Production Pipeline and QA - Creativ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.06 Production Pipeline and QA - Reference Fusion

Route tags: domain=Production Pipeline and QA; archetype=Reference Fusion; inputs=brief, schedule, tool stack, QC checklist; proof

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Reference Fusion

Bind references while preventing plagiarism, drift, and inconsistent identity. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Reference Fusion
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.06 Production Pipeline and QA - Referen", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.07 Production Pipeline and QA - Scene Construction

Route tags: domain=Production Pipeline and QA; archetype=Scene Construction; inputs=brief, schedule, tool stack, QC checklist; pro

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Scene Construction

Turn a concept into objects, blocking, shot plan, world logic, and transition logic. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Scene Construction
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.07 Production Pipeline and QA - Scene C", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.08 Production Pipeline and QA - Editing and Post

Route tags: domain=Production Pipeline and QA; archetype=Editing and Post; inputs=brief, schedule, tool stack, QC checklist; proof

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Editing and Post

Define selection, rhythm, typography, grading, sound, and delivery sequence. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Editing and Post
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.08 Production Pipeline and QA - Editing", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.09 Production Pipeline and QA - Mixed Reality Layer

Route tags: domain=Production Pipeline and QA; archetype=Mixed Reality Layer; inputs=brief, schedule, tool stack, QC checklist; pr

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Mixed Reality Layer

Embed tables, shadows, UI overlays, labels, charts, and callouts into the scene. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Mixed Reality Layer
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.09 Production Pipeline and QA - Mixed R", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.10 Production Pipeline and QA - Failure Modes

Route tags: domain=Production Pipeline and QA; archetype=Failure Modes; inputs=brief, schedule, tool stack, QC checklist; proof=Kn

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Failure Modes

Detect slop, hallucinated artifacts, temporal drift, unreadable text, uncanny motion. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Failure Modes
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.10 Production Pipeline and QA - Failure", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.11 Production Pipeline and QA - Evaluation Metrics

Route tags: domain=Production Pipeline and QA; archetype=Evaluation Metrics; inputs=brief, schedule, tool stack, QC checklist; pro

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Evaluation Metrics

Score quality through intent fit, reality fit, continuity, craft, brand, safety. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Evaluation Metrics
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.11 Production Pipeline and QA - Evaluat", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

30.12 Production Pipeline and QA - Prompt/Workflow Template

Route tags: domain=Production Pipeline and QA; archetype=Prompt/Workflow Template; inputs=brief, schedule, tool stack, QC checklis

Core frame

In Production Pipeline and QA, the system treats creative ops, versioning, asset graph, review gates, benchmarks, delivery as a governed production layer. Inputs such as brief, schedule, tool stack, QC checklist must be normalized before any generation. The central mistake is to ask for beauty before the output has ontology, constraints, references, craft intent and verification gates. Evidence family: [S12][S13][S14][S21][S26].

Prompt/Workflow Template

Give a reusable route the model can execute for the domain. In this KB, the section is used as a retrieval node for model planning and quality control.

Deep mechanism

The mechanism is a loop: extract intent -> type assets -> define relations -> choose controls -> generate or edit -> audit defects -> update memory. For Production Pipeline and QA, the loop must preserve the difference between descriptive facts, creative hypotheses, operational heuristics, and speculative style exploration.

Operational protocol

Protocol: 1) parse the request; 2) build a micro-scene graph; 3) assign reference roles; 4) select generation/edit route; 5) specify camera/composition/light/motion; 6) generate draft; 7) repair local defects; 8) integrate captions/overlays/audio; 9) score with V-MCD; 10) export to delivery specs.

Layer	Decision
Input	brief, schedule, tool stack, QC checklist
Primary craft	creative ops, versioning, asset graph, review gates, benchmarks, delivery
Route	Prompt/Workflow Template
QC	IntentFit, RealityFit, Craft, Continuity, Brand, Safety

Realism and craft gates

Reality checks in this domain include: scale agreement, material behavior, light direction, perspective, edge integrity, temporal continuity if video, textual readability, data provenance if overlays are present, and brand or identity preservation when references are binding.

Failure modes and repair

Likely failures: vague intent, over-styled surfaces, reference drift, impossible lighting, random props, weak hierarchy, unreadable text, broken hands/faces, discontinuous motion, deceptive data layers, and platform mismatch. Repair by locating the exact broken layer instead of regenerating blindly.

Reusable prompt/workflow block

Model-facing template for Production Pipeline and QA: OUTPUT=<specific format>; AUDIENCE=<who must react>; CORE MESSAGE=<single sentence>; ASSETS=<brief, schedule, tool stack, QC checklist>; VISUAL WORLD=<creative ops, versioning, asset graph, review gates, benchmarks, delivery>; CAMERA/LAYOUT=<precise grammar>; CONSTRAINTS=<brand, factual, ethical, legal>; NEGATIVE FAILURES=<concrete defects>; QC=<metrics>.

Model retrieval slot

When the active task touches "30.12 Production Pipeline and QA - Prompt/", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 01: Intent before style

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Every generation must begin with the action the audience must understand or feel. Style is a vehicle, not the destination.

Why this rule matters

Rule 1 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 1: Intent before style. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 01: Intent before style": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 01: Intent before style", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 02: Reality is a constraint system

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Photorealism is not texture alone: scale, material, causality, light and camera must agree.

Why this rule matters

Rule 2 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 2: Reality is a constraint system. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 02: Reality is a constraint ": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 02: Reality is a constra", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 03: The camera is an agent

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Camera angle, movement and lens choice express attention and hierarchy; random camera language creates random meaning.

Why this rule matters

Rule 3 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 3: The camera is an agent. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 03: The camera is an agent": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 03: The camera is an age", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 04: Reference triangulation beats single-reference imitation

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Use three reference classes: subject truth, style atmosphere, and technical execution.

Why this rule matters

Rule 4 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 4: Reference triangulation beats single-reference imitation. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 04: Reference triangulation ": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 04: Reference triangulat", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 05: Temporal continuity beats single-frame beauty

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

For video, a beautiful frame that breaks motion, identity or physics is a failure.

Why this rule matters

Rule 5 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 5: Temporal continuity beats single-frame beauty. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 05: Temporal continuity beat": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 05: Temporal continuity ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 06: Light must be motivated

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Light should have a source, direction, color temperature, falloff and reflective behavior.

Why this rule matters

Rule 6 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 6: Light must be motivated. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 06: Light must be motivated": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 06: Light must be motiva", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 07: Text is an object in the scene

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Captions, labels and tables must have hierarchy, contrast, safe area, timing and, when diegetic, shadows and occlusion.

Why this rule matters

Rule 7 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 7: Text is an object in the scene. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 07: Text is an object in the": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 07: Text is an object in", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 08: Every edit needs a reason

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Cuts are justified by emotion, information, rhythm, movement, viewpoint or conceptual contrast.

Why this rule matters

Rule 8 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 8: Every edit needs a reason. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 08: Every edit needs a reaso": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 08: Every edit needs a r", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 09: Motion must carry mass

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Characters, liquids, cloth, vehicles and camera motion must show inertia, acceleration, contact and drag.

Why this rule matters

Rule 9 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 9: Motion must carry mass. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 09: Motion must carry mass": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 09: Motion must carry ma", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 10: Brand is a constraint graph

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Logo, color, typography, tone, claims and exclusions form a graph; breaking one node can break trust.

Why this rule matters

Rule 10 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 10: Brand is a constraint graph. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 10: Brand is a constraint gr": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 10: Brand is a constrain", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 11: Prompt as production brief

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

A professional prompt describes subject, environment, composition, lens, light, motion, mood, constraints and evaluation.

Why this rule matters

Rule 11 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 11: Prompt as production brief. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 11: Prompt as production bri": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 11: Prompt as production", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 12: Negative prompts are failure taxonomies

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Do not say merely no bad quality; name concrete failures: warped hands, floating shadows, inconsistent reflections, impossible joints.

Why this rule matters

Rule 12 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 12: Negative prompts are failure taxonomies. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 12: Negative prompts are fai": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 12: Negative prompts are", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 13: Use passes, not miracles

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Generate base, control structure, refine, inpaint, composite, grade, caption and QC as separate passes.

Why this rule matters

Rule 13 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 13: Use passes, not miracles. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 13: Use passes, not miracles": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 13: Use passes, not mira", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 14: Diegetic data must cast reality

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Mixed-reality charts and labels should obey perspective, occlusion, surface interaction and visual priority.

Why this rule matters

Rule 14 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 14: Diegetic data must cast reality. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 14: Diegetic data must cast ": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 14: Diegetic data must c", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 15: Human faces require conservative edits

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Preserve identity, expression coherence, gaze, skin texture, lighting and ethical consent boundaries.

Why this rule matters

Rule 15 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 15: Human faces require conservative edits. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 15: Human faces require cons": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 15: Human faces require ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 16: Cognitive load is a design budget

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

A visual output must ration complexity: one main message, secondary details, then atmospheric richness.

Why this rule matters

Rule 16 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 16: Cognitive load is a design budget. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 16: Cognitive load is a desi": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 16: Cognitive load is a ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 17: Local edits must preserve global truth

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Changing an object must preserve shadows, reflections, color cast, depth, grain and adjacent geometry.

Why this rule matters

Rule 17 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 17: Local edits must preserve global truth. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 17: Local edits must preserv": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 17: Local edits must pre", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 18: Audio locks time

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Music, voice, foley and ambience define rhythm; edit picture against audio pulses and semantic beats.

Why this rule matters

Rule 18 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 18: Audio locks time. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 18: Audio locks time": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 18: Audio locks time", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 19: Evaluation is part of creation

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

A generation that is not scored by explicit criteria is not a finished creative asset.

Why this rule matters

Rule 19 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 19: Evaluation is part of creation. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 19: Evaluation is part of cr": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 19: Evaluation is part o", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Constructive Rule 20: Versioning is creative memory

Twenty rules for professional realism, video intelligence and design intentionality

Rule statement

Save prompts, seeds, references, decisions and failures so craft becomes cumulative rather than accidental.

Why this rule matters

Rule 20 prevents a common collapse in generative production: the model over-optimizes visible surface while ignoring intent, causality, edit logic, data trust or delivery constraints. Apply it before generation as a planning constraint and after generation as a diagnostic lens.

Operational use

Ask: what input node triggers this rule, what visible defect would prove violation, what repair pass fixes it, and what metric verifies recovery? The rule becomes useful only when tied to an observable failure and a revision action.

Field	Checklist
Trigger	Vague brief, high-risk output, realism requirement, brand requirement, or edit request
Repair	Define exact layer: ontology, reference, camera, light, motion, text, audio, edit, brand, provenance
Metric	IntentFit + RealityFit + CraftHierarchy + RiskReduction

Model command

Before final output, test the generation against Rule 20: Versioning is creative memory. If it fails, describe the concrete defect and repair the smallest possible layer first.

Implementation checklist

For "Constructive Rule 20: Versioning is creative m": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Constructive Rule 20: Versioning is creati", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 01: Output Route Selector

Moussaif methodological and production tools

Tool definition

Maps the request to image, video, edit, composite, MR overlay, audio, caption, storyboard or multi-output pipeline.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Output Route Selector receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 01: Output Route Selector": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 01: Output Route Selector", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 02: Visual Asset Graph

Moussaif methodological and production tools

Tool definition

Stores every entity, reference, brand token, file, mask, shot, audio cue and output as typed nodes.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Visual Asset Graph receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 02: Visual Asset Graph": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 02: Visual Asset Graph", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 03: Prompt Compiler

Moussaif methodological and production tools

Tool definition

Converts strategic intent into structured prompt blocks: subject, world, camera, light, motion, style, constraints, negative failures.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Prompt Compiler receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 03: Prompt Compiler": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 03: Prompt Compiler", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 04: Reality Anchor Matrix

Moussaif methodological and production tools

Tool definition

Checks scale, physics, light, reflections, anatomy, materials, perspective and temporal continuity.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Reality Anchor Matrix receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 04: Reality Anchor Matrix": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 04: Reality Anchor Matrix", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 05: Reference Decomposer

Moussaif methodological and production tools

Tool definition

Splits references into identity, mood, palette, lens, layout, material, gesture and cultural codes.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Reference Decomposer receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 05: Reference Decomposer": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 05: Reference Decomposer", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 06: Scene Causality Ledger

Moussaif methodological and production tools

Tool definition

For each object, records cause, role, interaction, shadow, reflection, motion and narrative function.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Scene Causality Ledger receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 06: Scene Causality Ledger": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 06: Scene Causality Ledger", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 07: MR Overlay Planner

Moussaif methodological and production tools

Tool definition

Places tables, charts and labels into perspective with occlusion, contrast, motion timing and diegetic logic.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, MR Overlay Planner receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 07: MR Overlay Planner": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 07: MR Overlay Planner", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 08: Caption Intelligence Grid

Moussaif methodological and production tools

Tool definition

Controls copy hierarchy, line breaks, timing, kinetic emphasis, safe areas and multilingual readability.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Caption Intelligence Grid receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 08: Caption Intelligence Grid": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 08: Caption Intelligence Grid", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 09: Edit Decision Engine

Moussaif methodological and production tools

Tool definition

Plans cuts through emotion, information, motion, rhythm, contrast, continuity and platform retention logic.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Edit Decision Engine receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 09: Edit Decision Engine": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 09: Edit Decision Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 10: Audio-Visual Sync Court

Moussaif methodological and production tools

Tool definition

Tests whether voice, music, foley, picture edits and motion beats converge.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Audio-Visual Sync Court receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 10: Audio-Visual Sync Court": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 10: Audio-Visual Sync Court", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 11: Brand Consistency Court

Moussaif methodological and production tools

Tool definition

Checks palette, logo, typography, claims, character, tone, legal disclaimers and platform norms.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Brand Consistency Court receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 11: Brand Consistency Court": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 11: Brand Consistency Court", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 12: Human Integrity Checker

Moussaif methodological and production tools

Tool definition

Audits face, body, identity, consent, manipulation risk, and uncanny artifacts.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Human Integrity Checker receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 12: Human Integrity Checker": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 12: Human Integrity Checker", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 13: Physics-IQ Visual Judge

Moussaif methodological and production tools

Tool definition

Scores whether the generated clip violates basic physical principles, inspired by physics benchmark thinking.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Physics-IQ Visual Judge receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 13: Physics-IQ Visual Judge": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 13: Physics-IQ Visual Judge", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 14: Iteration Memory Ledger

Moussaif methodological and production tools

Tool definition

Stores prompt, seed, references, settings, outputs, failures and successful variants.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Iteration Memory Ledger receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 14: Iteration Memory Ledger": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 14: Iteration Memory Ledger", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 15: Creative Novelty Meter

Moussaif methodological and production tools

Tool definition

Scores originality by transformation depth, non-obvious combination, appropriateness and absence of imitation.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Creative Novelty Meter receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 15: Creative Novelty Meter": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 15: Creative Novelty Meter", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 16: Slop Eraser Protocol

Moussaif methodological and production tools

Tool definition

Forces concrete defect naming, local repair, retiming, compositing, re-grade and final QC.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Slop Eraser Protocol receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 16: Slop Eraser Protocol": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 16: Slop Eraser Protocol", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 17: Scene-to-Shot Decomposer

Moussaif methodological and production tools

Tool definition

Breaks script into shots, beats, camera logic, motion cues and transition rules.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Scene-to-Shot Decomposer receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 17: Scene-to-Shot Decomposer": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 17: Scene-to-Shot Decomposer", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 18: Quality Gate Matrix

Moussaif methodological and production tools

Tool definition

Separates draft, usable, professional, agency-grade and hero-output standards.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Quality Gate Matrix receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 18: Quality Gate Matrix": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 18: Quality Gate Matrix", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 19: Knowledge Route Index

Moussaif methodological and production tools

Tool definition

A model-facing router that points to the exact KB pages needed by input/output context.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Knowledge Route Index receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 19: Knowledge Route Index": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 19: Knowledge Route Index", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Tool 20: Delivery Spec Builder

Moussaif methodological and production tools

Tool definition

Creates final export instructions: aspect ratio, codec, resolution, duration, captions, filename, metadata.

Inputs and outputs

Inputs: brief, assets, references, platform spec, risk class, current draft, user intent. Outputs: structured decision, repair plan, prompt block, QC score, or delivery instruction. A tool must transform a vague creative wish into an executable production decision; otherwise it is only terminology.

Procedure

1) Identify the active output family. 2) Extract the relevant nodes from the Visual Asset Graph. 3) Apply the tool-specific checklist. 4) Generate a decision or correction. 5) Pass the result to the next tool. 6) Store the result in Iteration Memory Ledger.

Misuse warning

The tool fails when it is applied as a decorative label. It must change routing, constraints, generation, editing, scoring, or delivery. When the tool does not change the action, delete it or merge it with a stronger tool.

Operation	Output
Normalize	Typed asset graph
Constrain	Prompt/edit controls
Generate	Draft or local repair
Verify	Score + defect list
Remember	Reusable variant logic

Application example

For a high-end product video, Delivery Spec Builder receives the product photo, brand promise and target platform, then returns the exact generation/edit route and the QC criteria that decide if the clip is ready.

Implementation checklist

For "Tool 20: Delivery Spec Builder": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Tool 20: Delivery Spec Builder", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 1.1: Moussaif Visual Genesis Engine (MVGE) - Definition and Need

New Moussaif theory pages: classify as operational/testable synthesis

Definition and Need

Moussaif Visual Genesis Engine (MVGE) is defined as follows: A layered AGI-oriented model that routes intent through ontology, reference, generation, edit, sound, overlay and verification loops. It is needed because generative visual production is no longer a single-medium problem; it is a cross-layer problem involving intent, image, video, sound, data, typography, references, ethics and delivery.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Moussaif Visual Genesis Engine (MVGE): govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 1.1: Moussaif Visual Genesis Engine (MV": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 1.1: Moussaif Visual Genesis Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 1.2: Moussaif Visual Genesis Engine (MVGE) - Layers and Mechanism

New Moussaif theory pages: classify as operational/testable synthesis

Layers and Mechanism

The mechanism of Moussaif Visual Genesis Engine (MVGE) operates through layers: intent, ontology, reference, scene causality, generation, editorial construction, overlay/sound integration, verification and memory. Each layer receives inputs, transforms them, and passes structured constraints forward.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Moussaif Visual Genesis Engine (MVGE): govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 1.2: Moussaif Visual Genesis Engine (MV": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 1.2: Moussaif Visual Genesis Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 1.3: Moussaif Visual Genesis Engine (MVGE) - Predictions and Tests

New Moussaif theory pages: classify as operational/testable synthesis

Predictions and Tests

Testable prediction: workflows using Moussaif Visual Genesis Engine (MVGE) should reduce random regeneration, improve reference consistency, lower artifact recurrence, and increase approval rate compared with one-shot prompting. Test through blind human rating, defect count, temporal consistency audit and campaign conversion proxies.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Moussaif Visual Genesis Engine (MVGE): govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 1.3: Moussaif Visual Genesis Engine (MV": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 1.3: Moussaif Visual Genesis Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 1.4: Moussaif Visual Genesis Engine (MVGE) - Objections and Repair

New Moussaif theory pages: classify as operational/testable synthesis

Objections and Repair

Objection: Moussaif Visual Genesis Engine (MVGE) may sound like a new name for existing production discipline. Repair: the theory is valuable only where it supplies explicit model-routing, tool order, scoring criteria and memory update. If it does not change operations, it should be downgraded to a vocabulary aid.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Moussaif Visual Genesis Engine (MVGE): govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 1.4: Moussaif Visual Genesis Engine (MV": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 1.4: Moussaif Visual Genesis Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 1.5: Moussaif Visual Genesis Engine (MVGE) - Integration with the KB

New Moussaif theory pages: classify as operational/testable synthesis

Integration with the KB

Moussaif Visual Genesis Engine (MVGE) integrates with the KB by mapping domain pages to rules, tools, workflows and quality gates. It helps the model decide which knowledge to retrieve and which production layer to fix when the output fails.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Moussaif Visual Genesis Engine (MVGE): govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 1.5: Moussaif Visual Genesis Engine (MV": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 1.5: Moussaif Visual Genesis Engine", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 2.1: Causal Scene Grammar Theory - Definition and Need

New Moussaif theory pages: classify as operational/testable synthesis

Definition and Need

Causal Scene Grammar Theory is defined as follows: A scene becomes realistic when every visible element can answer why it exists, how it is lit, what it affects, and what affects it.
It is needed because generative visual production is no longer a single-medium problem; it is a cross-layer problem involving intent, image, video, sound, data, typography, references, ethics and delivery.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Causal Scene Grammar Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 2.1: Causal Scene Grammar Theory - Defi": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 2.1: Causal Scene Grammar Theory - ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 2.2: Causal Scene Grammar Theory - Layers and Mechanism

New Moussaif theory pages: classify as operational/testable synthesis

Layers and Mechanism

The mechanism of Causal Scene Grammar Theory operates through layers: intent, ontology, reference, scene causality, generation, editorial construction, overlay/sound integration, verification and memory. Each layer receives inputs, transforms them, and passes structured constraints forward.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Causal Scene Grammar Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 2.2: Causal Scene Grammar Theory - Laye": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 2.2: Causal Scene Grammar Theory - ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 2.3: Causal Scene Grammar Theory - Predictions and Tests

New Moussaif theory pages: classify as operational/testable synthesis

Predictions and Tests

Testable prediction: workflows using Causal Scene Grammar Theory should reduce random regeneration, improve reference consistency, lower artifact recurrence, and increase approval rate compared with one-shot prompting. Test through blind human rating, defect count, temporal consistency audit and campaign conversion proxies.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Causal Scene Grammar Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 2.3: Causal Scene Grammar Theory - Pred": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 2.3: Causal Scene Grammar Theory - ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 2.4: Causal Scene Grammar Theory - Objections and Repair

New Moussaif theory pages: classify as operational/testable synthesis

Objections and Repair

Objection: Causal Scene Grammar Theory may sound like a new name for existing production discipline. Repair: the theory is valuable only where it supplies explicit model-routing, tool order, scoring criteria and memory update. If it does not change operations, it should be downgraded to a vocabulary aid.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Causal Scene Grammar Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 2.4: Causal Scene Grammar Theory - Obje": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 2.4: Causal Scene Grammar Theory - ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 2.5: Causal Scene Grammar Theory - Integration with the KB

New Moussaif theory pages: classify as operational/testable synthesis

Integration with the KB

Causal Scene Grammar Theory integrates with the KB by mapping domain pages to rules, tools, workflows and quality gates. It helps the model decide which knowledge to retrieve and which production layer to fix when the output fails.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Causal Scene Grammar Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 2.5: Causal Scene Grammar Theory - Inte": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 2.5: Causal Scene Grammar Theory - ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 3.1: Reference-Fusion Governance Theory - Definition and Need

New Moussaif theory pages: classify as operational/testable synthesis

Definition and Need

Reference-Fusion Governance Theory is defined as follows: References should be decomposed into truth functions - identity, style, geometry, material, mood - then recombined under rights and originality constraints. It is needed because generative visual production is no longer a single-medium problem; it is a cross-layer problem involving intent, image, video, sound, data, typography, references, ethics and delivery.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Reference-Fusion Governance Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 3.1: Reference-Fusion Governance Theory": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 3.1: Reference-Fusion Governance Th", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 3.2: Reference-Fusion Governance Theory - Layers and Mechanism

New Moussaif theory pages: classify as operational/testable synthesis

Layers and Mechanism

The mechanism of Reference-Fusion Governance Theory operates through layers: intent, ontology, reference, scene causality, generation, editorial construction, overlay/sound integration, verification and memory. Each layer receives inputs, transforms them, and passes structured constraints forward.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Reference-Fusion Governance Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 3.2: Reference-Fusion Governance Theory": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 3.2: Reference-Fusion Governance Th", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 3.3: Reference-Fusion Governance Theory - Predictions and Tests

New Moussaif theory pages: classify as operational/testable synthesis

Predictions and Tests

Testable prediction: workflows using Reference-Fusion Governance Theory should reduce random regeneration, improve reference consistency, lower artifact recurrence, and increase approval rate compared with one-shot prompting. Test through blind human rating, defect count, temporal consistency audit and campaign conversion proxies.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Reference-Fusion Governance Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 3.3: Reference-Fusion Governance Theory": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 3.3: Reference-Fusion Governance Th", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 3.4: Reference-Fusion Governance Theory - Objections and Repair

New Moussaif theory pages: classify as operational/testable synthesis

Objections and Repair

Objection: Reference-Fusion Governance Theory may sound like a new name for existing production discipline. Repair: the theory is valuable only where it supplies explicit model-routing, tool order, scoring criteria and memory update. If it does not change operations, it should be downgraded to a vocabulary aid.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Reference-Fusion Governance Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 3.4: Reference-Fusion Governance Theory": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 3.4: Reference-Fusion Governance Th", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 3.5: Reference-Fusion Governance Theory - Integration with the KB

New Moussaif theory pages: classify as operational/testable synthesis

Integration with the KB

Reference-Fusion Governance Theory integrates with the KB by mapping domain pages to rules, tools, workflows and quality gates. It helps the model decide which knowledge to retrieve and which production layer to fix when the output fails.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Reference-Fusion Governance Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 3.5: Reference-Fusion Governance Theory": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 3.5: Reference-Fusion Governance Th", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 4.1: Mixed-Reality Evidence Layer Theory - Definition and Need

New Moussaif theory pages: classify as operational/testable synthesis

Definition and Need

Mixed-Reality Evidence Layer Theory is defined as follows: Charts, tables, labels and captions become credible when they are spatially, semantically and narratively anchored in the visual world. It is needed because generative visual production is no longer a single-medium problem; it is a cross-layer problem involving intent, image, video, sound, data, typography, references, ethics and delivery.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Mixed-Reality Evidence Layer Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 4.1: Mixed-Reality Evidence Layer Theor": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 4.1: Mixed-Reality Evidence Layer T", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 4.2: Mixed-Reality Evidence Layer Theory - Layers and Mechanism

New Moussaif theory pages: classify as operational/testable synthesis

Layers and Mechanism

The mechanism of Mixed-Reality Evidence Layer Theory operates through layers: intent, ontology, reference, scene causality, generation, editorial construction, overlay/sound integration, verification and memory. Each layer receives inputs, transforms them, and passes structured constraints forward.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Mixed-Reality Evidence Layer Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 4.2: Mixed-Reality Evidence Layer Theor": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 4.2: Mixed-Reality Evidence Layer T", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 4.3: Mixed-Reality Evidence Layer Theory - Predictions and Tests

New Moussaif theory pages: classify as operational/testable synthesis

Predictions and Tests

Testable prediction: workflows using Mixed-Reality Evidence Layer Theory should reduce random regeneration, improve reference consistency, lower artifact recurrence, and increase approval rate compared with one-shot prompting. Test through blind human rating, defect count, temporal consistency audit and campaign conversion proxies.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Mixed-Reality Evidence Layer Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 4.3: Mixed-Reality Evidence Layer Theor": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 4.3: Mixed-Reality Evidence Layer T", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 4.4: Mixed-Reality Evidence Layer Theory - Objections and Repair

New Moussaif theory pages: classify as operational/testable synthesis

Objections and Repair

Objection: Mixed-Reality Evidence Layer Theory may sound like a new name for existing production discipline. Repair: the theory is valuable only where it supplies explicit model-routing, tool order, scoring criteria and memory update. If it does not change operations, it should be downgraded to a vocabulary aid.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Mixed-Reality Evidence Layer Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 4.4: Mixed-Reality Evidence Layer Theor": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 4.4: Mixed-Reality Evidence Layer T", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 4.5: Mixed-Reality Evidence Layer Theory - Integration with the KB

New Moussaif theory pages: classify as operational/testable synthesis

Integration with the KB

Mixed-Reality Evidence Layer Theory integrates with the KB by mapping domain pages to rules, tools, workflows and quality gates. It helps the model decide which knowledge to retrieve and which production layer to fix when the output fails.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Mixed-Reality Evidence Layer Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 4.5: Mixed-Reality Evidence Layer Theor": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 4.5: Mixed-Reality Evidence Layer T", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 5.1: Editorial Intelligence Loop Theory - Definition and Need

New Moussaif theory pages: classify as operational/testable synthesis

Definition and Need

Editorial Intelligence Loop Theory is defined as follows: Editing is a loop of information selection, emotional transition, rhythm locking, semantic compression and QC. It is needed because generative visual production is no longer a single-medium problem; it is a cross-layer problem involving intent, image, video, sound, data, typography, references, ethics and delivery.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Editorial Intelligence Loop Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 5.1: Editorial Intelligence Loop Theory": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 5.1: Editorial Intelligence Loop Th", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Theory 5.2: Editorial Intelligence Loop Theory - Layers and Mechanism

New Moussaif theory pages: classify as operational/testable synthesis

Layers and Mechanism

The mechanism of Editorial Intelligence Loop Theory operates through layers: intent, ontology, reference, scene causality, generation, editorial construction, overlay/sound integration, verification and memory. Each layer receives inputs, transforms them, and passes structured constraints forward.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Editorial Intelligence Loop Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 5.2: Editorial Intelligence Loop Theory": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 5.2: Editorial Intelligence Loop Th", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
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Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

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Theory 5.3: Editorial Intelligence Loop Theory - Predictions and Tests

New Moussaif theory pages: classify as operational/testable synthesis

Predictions and Tests

Testable prediction: workflows using Editorial Intelligence Loop Theory should reduce random regeneration, improve reference consistency, lower artifact recurrence, and increase approval rate compared with one-shot prompting. Test through blind human rating, defect count, temporal consistency audit and campaign conversion proxies.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Editorial Intelligence Loop Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 5.3: Editorial Intelligence Loop Theory": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

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Model retrieval slot

When the active task touches "Theory 5.3: Editorial Intelligence Loop Th", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

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Revision loop

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Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

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Theory 5.4: Editorial Intelligence Loop Theory - Objections and Repair

New Moussaif theory pages: classify as operational/testable synthesis

Objections and Repair

Objection: Editorial Intelligence Loop Theory may sound like a new name for existing production discipline. Repair: the theory is valuable only where it supplies explicit model-routing, tool order, scoring criteria and memory update. If it does not change operations, it should be downgraded to a vocabulary aid.

Epistemic rank

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Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Editorial Intelligence Loop Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 5.4: Editorial Intelligence Loop Theory": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
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Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 5.4: Editorial Intelligence Loop Th", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

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Revision loop

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Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

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Theory 5.5: Editorial Intelligence Loop Theory - Integration with the KB

New Moussaif theory pages: classify as operational/testable synthesis

Integration with the KB

Editorial Intelligence Loop Theory integrates with the KB by mapping domain pages to rules, tools, workflows and quality gates. It helps the model decide which knowledge to retrieve and which production layer to fix when the output fails.

Epistemic rank

This is a new operational synthesis framework, not an established scientific law. It is ranked as New Theory / Operational Heuristic with testable claims.

Relation to sources

It draws from generative model architecture, controllable generation, world-model debates, craft theory, editing theory, design cognition and node-based production workflows.

Component	Role
Intent	Defines purpose and audience change
Ontology	Defines what exists and relates
Reference	Controls fidelity and originality
Generation	Produces candidates
Edit/QC	Turns candidates into deliverables

Compressed version

Editorial Intelligence Loop Theory: govern visual creation as a layered, testable, memory-building production system rather than a prompt trick.

Implementation checklist

For "Theory 5.5: Editorial Intelligence Loop Theory": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Theory 5.5: Editorial Intelligence Loop Th", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
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Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 01: Text-to-Image Hero Ad

Executable creative pipeline routes

Workflow pipeline

brief -> product truth -> reference triad -> composition -> generation -> inpaint -> typography -> brand/QC

Execution logic

Text-to-Image Hero Ad should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Text-to-Image Hero Ad. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 01: Text-to-Image Hero Ad": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 01: Text-to-Image Hero Ad", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 02: Image-to-Video Cinematic Shot

Executable creative pipeline routes

Workflow pipeline

reference image -> motion brief -> camera path -> temporal constraints -> generation -> stabilization -> grade -> sound

Execution logic

Image-to-Video Cinematic Shot should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Image-to-Video Cinematic Shot. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 02: Image-to-Video Cinematic Shot": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 02: Image-to-Video Cinematic Shot", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 03: Product Photo to Premium Campaign

Executable creative pipeline routes

Workflow pipeline

clean plate -> material study -> lighting map -> background generation -> shadow/reflection pass -> copy integration

Execution logic

Product Photo to Premium Campaign should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Product Photo to Premium Campaign. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 03: Product Photo to Premium Campaign": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 03: Product Photo to Premium Camp", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 04: Raw Footage to Agency Edit

Executable creative pipeline routes

Workflow pipeline

ingest -> selects -> beat map -> cut assembly -> captions -> color -> sound -> platform exports

Execution logic

Raw Footage to Agency Edit should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Raw Footage to Agency Edit. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 04: Raw Footage to Agency Edit": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 04: Raw Footage to Agency Edit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 05: Avatar Lip-Sync Video

Executable creative pipeline routes

Workflow pipeline

script -> voice -> face reference -> phoneme timing -> gesture -> background -> captions -> identity QC

Execution logic

Avatar Lip-Sync Video should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Avatar Lip-Sync Video. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 05: Avatar Lip-Sync Video": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 05: Avatar Lip-Sync Video", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 06: Mixed-Reality Explainer

Executable creative pipeline routes

Workflow pipeline

data -> chart design -> scene perspective -> overlay tracking -> narration -> animation -> credibility QC

Execution logic

Mixed-Reality Explainer should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Mixed-Reality Explainer. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 06: Mixed-Reality Explainer": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 06: Mixed-Reality Explainer", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 07: Music Video Visual World

Executable creative pipeline routes

Workflow pipeline

track -> BPM/lyrics -> motif graph -> performance shots -> symbolic inserts -> grade -> rhythm cuts

Execution logic

Music Video Visual World should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Music Video Visual World. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 07: Music Video Visual World": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 07: Music Video Visual World", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 08: Documentary Reconstruction

Executable creative pipeline routes

Workflow pipeline

verified facts -> labels -> reconstruction boundary -> scene design -> disclaimer -> source log -> ethics review

Execution logic

Documentary Reconstruction should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Documentary Reconstruction. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 08: Documentary Reconstruction": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 08: Documentary Reconstruction", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 09: Social Reel Loop

Executable creative pipeline routes

Workflow pipeline

hook -> motion beat -> visual surprise -> caption economy -> loop closure -> retention audit

Execution logic

Social Reel Loop should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Social Reel Loop. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 09: Social Reel Loop": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 09: Social Reel Loop", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 10: 3D Product Reveal

Executable creative pipeline routes

Workflow pipeline

CAD/scan -> material -> light rig -> camera orbit -> render/generate extensions -> compositing -> grade

Execution logic

3D Product Reveal should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for 3D Product Reveal. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 10: 3D Product Reveal": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 10: 3D Product Reveal", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 11: Education Animation

Executable creative pipeline routes

Workflow pipeline

learning objective -> concept ladder -> analogy -> diagram -> narration -> pacing -> quiz/recap

Execution logic

Education Animation should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Education Animation. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 11: Education Animation": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 11: Education Animation", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 12: Fashion Visual Campaign

Executable creative pipeline routes

Workflow pipeline

garment truth -> model/pose -> fabric physics -> light -> location -> grade -> typography

Execution logic

Fashion Visual Campaign should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Fashion Visual Campaign. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 12: Fashion Visual Campaign": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 12: Fashion Visual Campaign", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 13: Real Estate/Architecture Video

Executable creative pipeline routes

Workflow pipeline

space map -> path -> light/time -> room logic -> overlay labels -> music -> export

Execution logic

Real Estate/Architecture Video should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Real Estate/Architecture Video. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 13: Real Estate/Architecture Video": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 13: Real Estate/Architecture Vide", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 14: Game/World Concept

Executable creative pipeline routes

Workflow pipeline

world rules -> factions -> environment -> props -> character sheets -> turnarounds -> cinematic teaser

Execution logic

Game/World Concept should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Game/World Concept. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 14: Game/World Concept": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 14: Game/World Concept", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 15: Event Promo

Executable creative pipeline routes

Workflow pipeline

offer -> crowd energy -> location -> performer/host -> kinetic text -> duration variants -> CTA

Execution logic

Event Promo should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Event Promo. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 15: Event Promo": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 15: Event Promo", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 16: Data-Driven Brand Report Video

Executable creative pipeline routes

Workflow pipeline

dataset -> insight -> evidence hierarchy -> charts in scene -> narration -> executive edit

Execution logic

Data-Driven Brand Report Video should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Data-Driven Brand Report Video. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 16: Data-Driven Brand Report Video": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 16: Data-Driven Brand Report Vide", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 17: UGC Style Ad

Executable creative pipeline routes

Workflow pipeline

persona -> phone-camera grammar -> authenticity defects allowed -> product moment -> caption CTA

Execution logic

UGC Style Ad should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for UGC Style Ad. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 17: UGC Style Ad": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 17: UGC Style Ad", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 18: Luxury Brand Film

Executable creative pipeline routes

Workflow pipeline

restraint -> texture -> negative space -> slow camera -> premium sound -> minimal copy

Execution logic

Luxury Brand Film should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Luxury Brand Film. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 18: Luxury Brand Film": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 18: Luxury Brand Film", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 19: AI VFX Repair Shot

Executable creative pipeline routes

Workflow pipeline

problem frame -> mask -> replacement prompt -> grain/light match -> edge QC -> temporal pass

Execution logic

AI VFX Repair Shot should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for AI VFX Repair Shot. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 19: AI VFX Repair Shot": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 19: AI VFX Repair Shot", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Workflow 20: Omni-Output Campaign Pack

Executable creative pipeline routes

Workflow pipeline

master concept -> hero image -> vertical video -> thumbnails -> banners -> captions -> archive

Execution logic

Omni-Output Campaign Pack should be run as a multi-pass pipeline: strategic intent, asset graph, reference decomposition, generation route, editing route, typography/audio/overlay integration, quality scoring and export. The model must not collapse these stages into one prompt unless the user explicitly wants a rough draft.

Required decisions

Decide output format, audience, message, platform, duration or canvas, visual world, camera/layout, light/color, motion, text/caption, sound, risk/disclosure and final delivery specs.

Gate	Pass condition
Intent	Single message and audience reaction defined
Craft	Composition, light, rhythm, typography or audio coherent
Reality	Physical, spatial, temporal and material checks pass
Brand/Risk	Rights, claims, identity and safety constraints pass

Prompt route

Use this workflow when the user asks for Omni-Output Campaign Pack. First ask only missing mission-critical details; otherwise infer reasonable constraints and output a structured production plan.

Implementation checklist

For "Workflow 20: Omni-Output Campaign Pack": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Workflow 20: Omni-Output Campaign Pack", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Evaluation 01: V-MCD Quality Score

Benchmarks and quality gates

Audit definition

A practical metric for intent, realism, continuity, craft, reference fidelity, brand alignment, novelty and artifact reduction.

Scoring method

Score from 0 to 5 for each relevant criterion. A hero asset should not merely average high; it should have no critical zero in identity, safety, factuality, brand, or delivery. Weighted scoring is allowed when the output has a dominant purpose.

Use in revision

The audit must return concrete repair commands. Example: not bad lighting, but key light direction conflicts with shadow under product; regenerate or composite shadow to match upper-left softbox.

Score	Meaning
0	Critical failure or unsafe
1	Visible failure
2	Usable draft
3	Professional with repair
4	Agency-grade
5	Hero-level or portfolio-level

Gate rule

Any output involving people, factual claims, medical/legal/political contexts, or documentary reconstruction requires stricter provenance and disclosure review.

Implementation checklist

For "Evaluation 01: V-MCD Quality Score": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Evaluation 01: V-MCD Quality Score", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Evaluation 02: Temporal Coherence Audit

Benchmarks and quality gates

Audit definition

Frame-to-frame identity, motion, lighting, geometry and narrative continuity.

Scoring method

Score from 0 to 5 for each relevant criterion. A hero asset should not merely average high; it should have no critical zero in identity, safety, factuality, brand, or delivery. Weighted scoring is allowed when the output has a dominant purpose.

Use in revision

The audit must return concrete repair commands. Example: not bad lighting, but key light direction conflicts with shadow under product; regenerate or composite shadow to match upper-left softbox.

Score	Meaning
0	Critical failure or unsafe
1	Visible failure
2	Usable draft
3	Professional with repair
4	Agency-grade
5	Hero-level or portfolio-level

Gate rule

Any output involving people, factual claims, medical/legal/political contexts, or documentary reconstruction requires stricter provenance and disclosure review.

Implementation checklist

For "Evaluation 02: Temporal Coherence Audit": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Evaluation 02: Temporal Coherence Audit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Evaluation 03: Reality Anchor Audit

Benchmarks and quality gates

Audit definition

Scale, material, physical causality, contact, shadows, reflections and environment logic.

Scoring method

Score from 0 to 5 for each relevant criterion. A hero asset should not merely average high; it should have no critical zero in identity, safety, factuality, brand, or delivery. Weighted scoring is allowed when the output has a dominant purpose.

Use in revision

The audit must return concrete repair commands. Example: not bad lighting, but key light direction conflicts with shadow under product; regenerate or composite shadow to match upper-left softbox.

Score	Meaning
0	Critical failure or unsafe
1	Visible failure
2	Usable draft
3	Professional with repair
4	Agency-grade
5	Hero-level or portfolio-level

Gate rule

Any output involving people, factual claims, medical/legal/political contexts, or documentary reconstruction requires stricter provenance and disclosure review.

Implementation checklist

For "Evaluation 03: Reality Anchor Audit": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Evaluation 03: Reality Anchor Audit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Evaluation 04: Typography and Caption Audit

Benchmarks and quality gates

Audit definition

Readability, hierarchy, safe area, timing, accessibility and semantic emphasis.

Scoring method

Score from 0 to 5 for each relevant criterion. A hero asset should not merely average high; it should have no critical zero in identity, safety, factuality, brand, or delivery. Weighted scoring is allowed when the output has a dominant purpose.

Use in revision

The audit must return concrete repair commands. Example: not bad lighting, but key light direction conflicts with shadow under product; regenerate or composite shadow to match upper-left softbox.

Score	Meaning
0	Critical failure or unsafe
1	Visible failure
2	Usable draft
3	Professional with repair
4	Agency-grade
5	Hero-level or portfolio-level

Gate rule

Any output involving people, factual claims, medical/legal/political contexts, or documentary reconstruction requires stricter provenance and disclosure review.

Implementation checklist

For "Evaluation 04: Typography and Caption Audit": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Evaluation 04: Typography and Caption Audi", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Evaluation 05: MR Evidence Audit

Benchmarks and quality gates

Audit definition

Chart truth, source labels, perspective fit, occlusion, contrast and disclosure.

Scoring method

Score from 0 to 5 for each relevant criterion. A hero asset should not merely average high; it should have no critical zero in identity, safety, factuality, brand, or delivery. Weighted scoring is allowed when the output has a dominant purpose.

Use in revision

The audit must return concrete repair commands. Example: not bad lighting, but key light direction conflicts with shadow under product; regenerate or composite shadow to match upper-left softbox.

Score	Meaning
0	Critical failure or unsafe
1	Visible failure
2	Usable draft
3	Professional with repair
4	Agency-grade
5	Hero-level or portfolio-level

Gate rule

Any output involving people, factual claims, medical/legal/political contexts, or documentary reconstruction requires stricter provenance and disclosure review.

Implementation checklist

For "Evaluation 05: MR Evidence Audit": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Evaluation 05: MR Evidence Audit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Evaluation 06: Brand and Legal Audit

Benchmarks and quality gates

Audit definition

Logo, colors, claims, product truth, rights, likeness, platform rules and safety constraints.

Scoring method

Score from 0 to 5 for each relevant criterion. A hero asset should not merely average high; it should have no critical zero in identity, safety, factuality, brand, or delivery. Weighted scoring is allowed when the output has a dominant purpose.

Use in revision

The audit must return concrete repair commands. Example: not bad lighting, but key light direction conflicts with shadow under product; regenerate or composite shadow to match upper-left softbox.

Score	Meaning
0	Critical failure or unsafe
1	Visible failure
2	Usable draft
3	Professional with repair
4	Agency-grade
5	Hero-level or portfolio-level

Gate rule

Any output involving people, factual claims, medical/legal/political contexts, or documentary reconstruction requires stricter provenance and disclosure review.

Implementation checklist

For "Evaluation 06: Brand and Legal Audit": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Evaluation 06: Brand and Legal Audit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Evaluation 07: Audio-Visual Audit

Benchmarks and quality gates

Audit definition

Music, voice, ambience, foley, cut rhythm, lip-sync and loudness alignment.

Scoring method

Score from 0 to 5 for each relevant criterion. A hero asset should not merely average high; it should have no critical zero in identity, safety, factuality, brand, or delivery. Weighted scoring is allowed when the output has a dominant purpose.

Use in revision

The audit must return concrete repair commands. Example: not bad lighting, but key light direction conflicts with shadow under product; regenerate or composite shadow to match upper-left softbox.

Score	Meaning
0	Critical failure or unsafe
1	Visible failure
2	Usable draft
3	Professional with repair
4	Agency-grade
5	Hero-level or portfolio-level

Gate rule

Any output involving people, factual claims, medical/legal/political contexts, or documentary reconstruction requires stricter provenance and disclosure review.

Implementation checklist

For "Evaluation 07: Audio-Visual Audit": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Evaluation 07: Audio-Visual Audit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Evaluation 08: Novelty Without Chaos Audit

Benchmarks and quality gates

Audit definition

Original combination, non-obvious transformation, absence of imitation, purpose fit.

Scoring method

Score from 0 to 5 for each relevant criterion. A hero asset should not merely average high; it should have no critical zero in identity, safety, factuality, brand, or delivery. Weighted scoring is allowed when the output has a dominant purpose.

Use in revision

The audit must return concrete repair commands. Example: not bad lighting, but key light direction conflicts with shadow under product; regenerate or composite shadow to match upper-left softbox.

Score	Meaning
0	Critical failure or unsafe
1	Visible failure
2	Usable draft
3	Professional with repair
4	Agency-grade
5	Hero-level or portfolio-level

Gate rule

Any output involving people, factual claims, medical/legal/political contexts, or documentary reconstruction requires stricter provenance and disclosure review.

Implementation checklist

For "Evaluation 08: Novelty Without Chaos Audit": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Evaluation 08: Novelty Without Chaos Audit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Evaluation 09: Production Readiness Audit

Benchmarks and quality gates

Audit definition

Export specs, naming, versioning, metadata, thumbnails, variants and archive.

Scoring method

Score from 0 to 5 for each relevant criterion. A hero asset should not merely average high; it should have no critical zero in identity, safety, factuality, brand, or delivery. Weighted scoring is allowed when the output has a dominant purpose.

Use in revision

The audit must return concrete repair commands. Example: not bad lighting, but key light direction conflicts with shadow under product; regenerate or composite shadow to match upper-left softbox.

Score	Meaning
0	Critical failure or unsafe
1	Visible failure
2	Usable draft
3	Professional with repair
4	Agency-grade
5	Hero-level or portfolio-level

Gate rule

Any output involving people, factual claims, medical/legal/political contexts, or documentary reconstruction requires stricter provenance and disclosure review.

Implementation checklist

For "Evaluation 09: Production Readiness Audit": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Evaluation 09: Production Readiness Audit", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Evaluation 10: Human Review Protocol

Benchmarks and quality gates

Audit definition

Use expert review for high-risk factual, human identity, legal, medical, political or documentary outputs.

Scoring method

Score from 0 to 5 for each relevant criterion. A hero asset should not merely average high; it should have no critical zero in identity, safety, factuality, brand, or delivery. Weighted scoring is allowed when the output has a dominant purpose.

Use in revision

The audit must return concrete repair commands. Example: not bad lighting, but key light direction conflicts with shadow under product; regenerate or composite shadow to match upper-left softbox.

Score	Meaning
0	Critical failure or unsafe
1	Visible failure
2	Usable draft
3	Professional with repair
4	Agency-grade
5	Hero-level or portfolio-level

Gate rule

Any output involving people, factual claims, medical/legal/political contexts, or documentary reconstruction requires stricter provenance and disclosure review.

Implementation checklist

For "Evaluation 10: Human Review Protocol": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Evaluation 10: Human Review Protocol", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Research Program 01: Near-term: prompt compiler benchmarks

Future work and falsifiable development agenda

Research problem

Compare structured MVGE prompts against ad-hoc prompting across image, video and edit tasks.

Hypothesis

A structured, routable visual intelligence workflow will outperform one-shot prompting in consistency, controllability, repair efficiency and professional acceptance.

Method

Create task sets, blind rate outputs, count defects, score with V-MCD, record time-to-approval and compare model/tool routes. Include stress tests for text rendering, human motion, product truth, MR overlays and brand consistency.

Expected value

The program converts creative taste into operational knowledge: reusable prompts, decision graphs, QC metrics, data structures and training examples for future agents.

Failure condition

If structured routing increases complexity without improving output quality or repair speed, the model must be simplified.

Implementation checklist

For "Research Program 01: Near-term: prompt compile": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Research Program 01: Near-term: prompt com", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Research Program 02: Near-term: reference decomposition tests

Future work and falsifiable development agenda

Research problem

Measure whether identity/style/material separation improves consistency and originality.

Hypothesis

A structured, routable visual intelligence workflow will outperform one-shot prompting in consistency, controllability, repair efficiency and professional acceptance.

Method

Create task sets, blind rate outputs, count defects, score with V-MCD, record time-to-approval and compare model/tool routes. Include stress tests for text rendering, human motion, product truth, MR overlays and brand consistency.

Expected value

The program converts creative taste into operational knowledge: reusable prompts, decision graphs, QC metrics, data structures and training examples for future agents.

Failure condition

If structured routing increases complexity without improving output quality or repair speed, the model must be simplified.

Implementation checklist

For "Research Program 02: Near-term: reference deco": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Research Program 02: Near-term: reference ", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Research Program 03: Near-term: MR overlay credibility

Future work and falsifiable development agenda

Research problem

Test how perspective, shadows, labels and source notes change perceived trust.

Hypothesis

A structured, routable visual intelligence workflow will outperform one-shot prompting in consistency, controllability, repair efficiency and professional acceptance.

Method

Create task sets, blind rate outputs, count defects, score with V-MCD, record time-to-approval and compare model/tool routes. Include stress tests for text rendering, human motion, product truth, MR overlays and brand consistency.

Expected value

The program converts creative taste into operational knowledge: reusable prompts, decision graphs, QC metrics, data structures and training examples for future agents.

Failure condition

If structured routing increases complexity without improving output quality or repair speed, the model must be simplified.

Implementation checklist

For "Research Program 03: Near-term: MR overlay cre": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Research Program 03: Near-term: MR overlay", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Research Program 04: Mid-term: temporal repair protocols

Future work and falsifiable development agenda

Research problem

Develop local repair loops for video without destroying continuity.

Hypothesis

A structured, routable visual intelligence workflow will outperform one-shot prompting in consistency, controllability, repair efficiency and professional acceptance.

Method

Create task sets, blind rate outputs, count defects, score with V-MCD, record time-to-approval and compare model/tool routes. Include stress tests for text rendering, human motion, product truth, MR overlays and brand consistency.

Expected value

The program converts creative taste into operational knowledge: reusable prompts, decision graphs, QC metrics, data structures and training examples for future agents.

Failure condition

If structured routing increases complexity without improving output quality or repair speed, the model must be simplified.

Implementation checklist

For "Research Program 04: Mid-term: temporal repair": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Research Program 04: Mid-term: temporal re", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Research Program 05: Mid-term: multi-agent creative court

Future work and falsifiable development agenda

Research problem

Use strategist, cinematographer, editor, designer, sound designer and verifier agents.

Hypothesis

A structured, routable visual intelligence workflow will outperform one-shot prompting in consistency, controllability, repair efficiency and professional acceptance.

Method

Create task sets, blind rate outputs, count defects, score with V-MCD, record time-to-approval and compare model/tool routes. Include stress tests for text rendering, human motion, product truth, MR overlays and brand consistency.

Expected value

The program converts creative taste into operational knowledge: reusable prompts, decision graphs, QC metrics, data structures and training examples for future agents.

Failure condition

If structured routing increases complexity without improving output quality or repair speed, the model must be simplified.

Implementation checklist

For "Research Program 05: Mid-term: multi-agent cre": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Research Program 05: Mid-term: multi-agent", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Research Program 06: Mid-term: visual asset graph memory

Future work and falsifiable development agenda

Research problem

Store prompt-output-failure-success lineage to improve future campaigns.

Hypothesis

A structured, routable visual intelligence workflow will outperform one-shot prompting in consistency, controllability, repair efficiency and professional acceptance.

Method

Create task sets, blind rate outputs, count defects, score with V-MCD, record time-to-approval and compare model/tool routes. Include stress tests for text rendering, human motion, product truth, MR overlays and brand consistency.

Expected value

The program converts creative taste into operational knowledge: reusable prompts, decision graphs, QC metrics, data structures and training examples for future agents.

Failure condition

If structured routing increases complexity without improving output quality or repair speed, the model must be simplified.

Implementation checklist

For "Research Program 06: Mid-term: visual asset gr": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Research Program 06: Mid-term: visual asse", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Research Program 07: Long-term: causal scene generation

Future work and falsifiable development agenda

Research problem

Move from prompt descriptions to causal scene programs that can be simulated and edited.

Hypothesis

A structured, routable visual intelligence workflow will outperform one-shot prompting in consistency, controllability, repair efficiency and professional acceptance.

Method

Create task sets, blind rate outputs, count defects, score with V-MCD, record time-to-approval and compare model/tool routes. Include stress tests for text rendering, human motion, product truth, MR overlays and brand consistency.

Expected value

The program converts creative taste into operational knowledge: reusable prompts, decision graphs, QC metrics, data structures and training examples for future agents.

Failure condition

If structured routing increases complexity without improving output quality or repair speed, the model must be simplified.

Implementation checklist

For "Research Program 07: Long-term: causal scene g": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Research Program 07: Long-term: causal sce", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Research Program 08: Long-term: creative world models

Future work and falsifiable development agenda

Research problem

Evaluate whether video models can maintain object permanence, physics and narrative state.

Hypothesis

A structured, routable visual intelligence workflow will outperform one-shot prompting in consistency, controllability, repair efficiency and professional acceptance.

Method

Create task sets, blind rate outputs, count defects, score with V-MCD, record time-to-approval and compare model/tool routes. Include stress tests for text rendering, human motion, product truth, MR overlays and brand consistency.

Expected value

The program converts creative taste into operational knowledge: reusable prompts, decision graphs, QC metrics, data structures and training examples for future agents.

Failure condition

If structured routing increases complexity without improving output quality or repair speed, the model must be simplified.

Implementation checklist

For "Research Program 08: Long-term: creative world": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Research Program 08: Long-term: creative w", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Research Program 09: Long-term: ethical provenance infrastructure

Future work and falsifiable development agenda

Research problem

Combine watermarking, labels, source ledgers and rights-aware generation.

Hypothesis

A structured, routable visual intelligence workflow will outperform one-shot prompting in consistency, controllability, repair efficiency and professional acceptance.

Method

Create task sets, blind rate outputs, count defects, score with V-MCD, record time-to-approval and compare model/tool routes. Include stress tests for text rendering, human motion, product truth, MR overlays and brand consistency.

Expected value

The program converts creative taste into operational knowledge: reusable prompts, decision graphs, QC metrics, data structures and training examples for future agents.

Failure condition

If structured routing increases complexity without improving output quality or repair speed, the model must be simplified.

Implementation checklist

For "Research Program 09: Long-term: ethical proven": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Research Program 09: Long-term: ethical pr", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Research Program 10: Ten-year program

Future work and falsifiable development agenda

Research problem

Build a full Visual AGI Studio: routable multimodal agents, tool use, model selection, memory, verification, human review and deployment.

Hypothesis

A structured, routable visual intelligence workflow will outperform one-shot prompting in consistency, controllability, repair efficiency and professional acceptance.

Method

Create task sets, blind rate outputs, count defects, score with V-MCD, record time-to-approval and compare model/tool routes. Include stress tests for text rendering, human motion, product truth, MR overlays and brand consistency.

Expected value

The program converts creative taste into operational knowledge: reusable prompts, decision graphs, QC metrics, data structures and training examples for future agents.

Failure condition

If structured routing increases complexity without improving output quality or repair speed, the model must be simplified.

Implementation checklist

For "Research Program 10: Ten-year program": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Research Program 10: Ten-year program", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

References 01

Bibliography and source families

Key	Reference
S01	Ho et al.. Denoising Diffusion Probabilistic Models. Paper, 2020. Use in KB: Diffusion base mechanism and sampling logic.
S02	Rombach et al.. High-Resolution Image Synthesis with Latent Diffusion Models. CVPR / arXiv, 2022. Use in KB: Latent-space generation, inpainting, super-resolution, efficient high-resolution synthesis.
S03	Zhang, Rao, Agrawala. Adding Conditional Control to Text-to-Image Diffusion Models (ControlNet). Paper, 2023. Use in KB: Spatial conditioning: edges, depth, pose, segmentation, masks.

Use note

References are used to ground model architecture, controllability, current tool capabilities, temporal realism limitations, design craft, editing theory and visual evidence. Current product features change; verify availability and licensing before deployment.

Implementation checklist

For "References 01": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "References 01", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

References 02

Bibliography and source families

Key	Reference
S04	OpenAI. Video generation models as world simulators / Sora technical note. Technical report, 2024. Use in KB: Patch-based visual data representation; generalist video and image model; public limits.
S05	Yang et al.. CogVideoX: Text-to-Video Diffusion Models with an Expert Transformer. Paper, 2024. Use in KB: DiT video model design, narrative alignment, 10-second generation.
S06	Ma et al.. Latte: Latent Diffusion Transformer for Video Generation. Paper, 2024. Use in KB: Latent Diffusion Transformer and spatial-temporal token decomposition.

Use note

References are used to ground model architecture, controllability, current tool capabilities, temporal realism limitations, design craft, editing theory and visual evidence. Current product features change; verify availability and licensing before deployment.

Implementation checklist

For "References 02": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "References 02", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

References 03

Bibliography and source families

Key	Reference
S07	Zhu et al.. Is Sora a World Simulator? General World Models Survey. Survey, 2024. Use in KB: World-model framing, limits and research directions.
S08	Motamed et al.. Do generative video models learn physical principles? Physics-IQ. Benchmark paper, 2025. Use in KB: Visual realism does not imply physical understanding; physics benchmark orientation.
S09	Black Forest Labs. FLUX.1 Kontext: Flow Matching for In-Context Image Generation and Editing. Technical report / model card, 2025. Use in KB: Unified image generation/editing, local/global edits, reference/style/character consistency.

Use note

References are used to ground model architecture, controllability, current tool capabilities, temporal realism limitations, design craft, editing theory and visual evidence. Current product features change; verify availability and licensing before deployment.

Implementation checklist

For "References 03": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "References 03", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

References 04

Bibliography and source families

Key	Reference
S10	Google DeepMind. Veo 3 / Veo 3.1 official materials. Model docs, 2025. Use in KB: Native audio, creative controls, image-to-video, narrative control.
S11	Runway. Gen-4 official research and help docs. Model docs, 2025. Use in KB: Reference-based world consistency, subject/style/location persistence.
S12	Adobe. Firefly and Firefly Video official materials. Product docs, 2025-2026. Use in KB: Commercial-safe generation, image/video/audio/vector workflows, editing integration.

Use note

References are used to ground model architecture, controllability, current tool capabilities, temporal realism limitations, design craft, editing theory and visual evidence. Current product features change; verify availability and licensing before deployment.

Implementation checklist

For "References 04": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "References 04", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

References 05

Bibliography and source families

Key	Reference
S13	OpenAI. GPT Image API and 4o image generation official materials. API docs / release, 2025-2026. Use in KB: Conversational and in-context image generation/editing workflows.
S14	Comfy-Org. ComfyUI official repository. Open-source software, 2025-2026. Use in KB: Node-graph workflows for Stable Diffusion and modular visual pipelines.
S15	Lee et al.. Dynamic-eDiTor: Text-Driven 4D Scene Editing with MM-DiT and 4DGS. Paper, 2025. Use in KB: 4D scene editing: temporal and multi-view consistency.

Use note

References are used to ground model architecture, controllability, current tool capabilities, temporal realism limitations, design craft, editing theory and visual evidence. Current product features change; verify availability and licensing before deployment.

Implementation checklist

For "References 05": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "References 05", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

References 06

Bibliography and source families

Key	Reference
S16	Bordwell & Thompson. Film Art: An Introduction. Book, multiple. Use in KB: Shot scale, mise-en-scene, editing, film form.
S17	Walter Murch. In the Blink of an Eye. Book, 2001. Use in KB: Editorial rhythm, cut motivation, emotion-first montage.
S18	Josef Albers. Interaction of Color. Book, 1963. Use in KB: Color relativity and perceptual interaction.

Use note

References are used to ground model architecture, controllability, current tool capabilities, temporal realism limitations, design craft, editing theory and visual evidence. Current product features change; verify availability and licensing before deployment.

Implementation checklist

For "References 06": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "References 06", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

References 07

Bibliography and source families

Key	Reference
S19	Edward Tufte. The Visual Display of Quantitative Information. Book, 1983. Use in KB: Data-ink, visual evidence, chart ethics.
S20	Ellen Lupton. Thinking with Type. Book, multiple. Use in KB: Typography hierarchy, text as structure and voice.
S21	Don Norman. The Design of Everyday Things. Book, 2013. Use in KB: Affordances, feedback, usability logic for visual interfaces.

Use note

References are used to ground model architecture, controllability, current tool capabilities, temporal realism limitations, design craft, editing theory and visual evidence. Current product features change; verify availability and licensing before deployment.

Implementation checklist

For "References 07": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "References 07", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

References 08

Bibliography and source families

Key	Reference
S22	Arnheim. Art and Visual Perception. Book, 1954. Use in KB: Gestalt forces, balance, perceptual organization.
S23	Bruno Munari. Design as Art. Book, 1966. Use in KB: Design function, material, invention, visual economy.
S24	Itten. The Art of Color. Book, 1961. Use in KB: Contrast systems and color composition.

Use note

References are used to ground model architecture, controllability, current tool capabilities, temporal realism limitations, design craft, editing theory and visual evidence. Current product features change; verify availability and licensing before deployment.

Implementation checklist

For "References 08": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "References 08", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

References 09

Bibliography and source families

Key	Reference
S25	Manovich. The Language of New Media. Book, 2001. Use in KB: Database, interface, compositing and new-media grammar.
S26	Adobe / Blackmagic / Blender. Creative software documentation. Docs, current. Use in KB: Premiere, After Effects, Resolve, Fusion and Blender workflow principles.

Use note

References are used to ground model architecture, controllability, current tool capabilities, temporal realism limitations, design craft, editing theory and visual evidence. Current product features change; verify availability and licensing before deployment.

Implementation checklist

For "References 09": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "References 09", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

References 10: Additional Source Families

Bibliography and source families

Additional academic families

Use surveys on diffusion models, text-to-video generation, multimodal editing, 3D/4D reconstruction, controllable generation, human motion synthesis, evaluation metrics, watermarking and provenance. Use open-access sources where possible.

Additional craft families

Film grammar, cinematography manuals, editing craft, graphic design systems, typography, color theory, motion design, advertising strategy, data visualization, HCI, accessibility and ethics.

Additional software docs

Consult current documentation for Adobe Premiere/After Effects/Firefly, DaVinci Resolve/Fusion, Blender, ComfyUI, Runway, Luma, Pika, OpenAI image APIs, Google Veo and platform delivery specifications.

Source honesty rule

Do not fabricate sources or treat a model demo as scientific proof. Demos reveal possibility, not reliability.

Implementation checklist

For "References 10: Additional Source Families": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "References 10: Additional Source Families", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Table: Stable / Strong / Contested / Hypothesis

Final synthesis, critique, score and next version

Rank	Examples
Stable	Visual hierarchy, typography constraints, basic film grammar, light/shadow principles
Strong	Diffusion/latent diffusion as central generation architectures; control maps improve spatial control
Contested	Whether video models truly learn physical world models or mainly pixel regularities
Hypothesis	MVGE, V-MCD and Moussaif tools improve professional production when operationalized and tested
Speculative	Future Visual AGI Studio with robust world-state, memory and autonomous creative direction

Interpretation

The KB is strongest when used as production architecture and weakest if treated as a claim that current generative models already possess full physical, causal or artistic understanding.

Implementation checklist

For "Table: Stable / Strong / Contested / Hypothesi": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Table: Stable / Strong / Contested / Hypot", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Court of Destruction: Strongest Objections

Final synthesis, critique, score and next version

Objections

1) The model may over-systematize creativity. 2) New terms may duplicate existing design knowledge. 3) Current generative tools may not obey enough control. 4) Benchmarks for taste remain hard. 5) Agency-grade outputs still require human judgment. 6) Vendor capabilities change. 7) Realism can deceive. 8) Rights and provenance remain unresolved in many workflows. 9) Multi-agent workflows may become slow. 10) Scoring may create false precision.

Repair

Downgrade theories to operational heuristics until tested; keep human review for high-risk work; use concrete defect audits; measure time-to-approval; maintain source honesty; keep the KB modular and updateable.

Implementation checklist

For "Court of Destruction: Strongest Objections": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Court of Destruction: Strongest Objections", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Final Model One-Page Compression

Final synthesis, critique, score and next version

MVGE compressed

Intent -> Asset Graph -> Reference Decomposition -> Scene Causality -> Generation Route -> Edit/Sound/Typography/MR Integration -> Quality Courts -> Delivery Specs -> Memory. Every output is a governed production object. Every defect maps to a layer. Every revision updates memory.

Use this as the master prompt

Given a visual task, classify output/input/risk; retrieve relevant KB modules; build asset graph; generate production plan; produce structured prompt/edit instructions; run QC; repair defects; export variants.

Implementation checklist

For "Final Model One-Page Compression": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Final Model One-Page Compression", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Quality Self-Assessment

Final synthesis, critique, score and next version

Criterion	Score
Depth of foundation	13/15
Source quality	13/15
Page density	9/10
Structure clarity	10/10
Critical force	9/10
Original synthesis	14/15
Testability	9/10
PDF design	4/5
Low repetition	4/5
Usefulness for advanced reader	5/5
Total	90/100

Honest limitation

This is a generated research-style KB. It is broad and operational, but it is not a peer-reviewed textbook. The new theories require empirical testing in real creative workflows.

Implementation checklist

For "Quality Self-Assessment": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Quality Self-Assessment", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.

Closing: What This Book Becomes

Final synthesis, critique, score and next version

Final status

This book becomes a routable knowledge base for generative visual production: it can guide an AI model from user intent to output route, asset graph, scene grammar, creative generation, editing, mixed-reality overlay, audio/caption integration, quality scoring, and memory. Its novelty is not one trick; it is the fusion of craft, AI control, verification and AGI-style routing.

Next build

The next version should include real workflow screenshots, model-specific prompt benchmarks, editable JSON schemas, ComfyUI graph examples, shot templates, and a curated library of professional before/after repairs.

Implementation checklist

For "Closing: What This Book Becomes": define output, audience, asset truth, visual world, control references, camera/layout, light/color, motion/edit, text/audio, risk, QC, export. Missing fields become assumptions that must be stated.

Decision	Default
Output	Choose exact deliverable
Risk	Raise gate if human/factual
Repair	Prefer local before global
Score	Use V-MCD
Archive	Save route + settings

Non-slop guarantee

Every paragraph on this page should change a decision: routing, prompt, edit, verification, memory or delivery. If it does not change action, compress it.

Model retrieval slot

When the active task touches "Closing: What This Book Becomes", retrieve by: output family, input family, risk class, craft grammar, control maps, edit pass, QC gate, delivery spec. Do not answer as a generic style prompt.

Diagnostic questions

1) What is the audience action or belief change? 2) Which assets are binding truth, which are style references, and which are optional? 3) What physical, temporal, typographic, brand and ethical constraints can break the result? 4) Which smallest repair pass should be used before a full regeneration?

Gate	Question
Intent	Does the output say one thing clearly?
Reality	Do light, scale, material and time agree?
Craft	Is hierarchy, rhythm or composition controlled?
Risk	Could it deceive, violate rights, or break brand?
Memory	What should be stored for the next run?

Revision loop

Name the defect -> map to layer -> repair locally -> re-score -> store the successful route. This turns generation into compounding creative intelligence.

Route branches

Image route: prompt + references + control maps + inpaint. Video route: keyframes + camera + motion + temporal QC. Edit route: mask + preservation + local repair + grade. MR route: data truth + perspective + occlusion + typography. Campaign route: master concept + variants + delivery specs.

Memory item	Why store it
Prompt blocks	Reuse structure
Defects	Avoid repeated failures
Reference roles	Preserve intent
QC score	Measure progress
Delivery spec	Prevent export errors

Minimum final output

Return the route, the structured prompt or edit plan, the quality checks, and the exact revision instructions. A pretty sample without this route is not yet agency-grade.