



INDUSTRY-ACADEMIA FORUM  
TO UNCOVER THE POTENTIAL OF  
EMERGING ENABLING TECHNOLOGIES



# Sora presets

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# Introduction

Sora has a feature called Presets that helps apply consistent styles to images. A Preset can be either a text description of a specific style or a set of pictures that guide the style of images Sora generates.

This presentation documents two tested presets: one used photos to create a neo-futuristic style, and the other used text to create a plain, realistic, everyday style. Based on the testing, both ways of defining a preset work well.





# Neo-futuristic preset with photos

These pictures were used to define a preset







## Prompt:

A family is eating a lunch at home.

*A simple prompt works well. Sora uses the preset. The difference is clear between using preset and not using.*



Neo-futuristic preset



No preset





## Prompt

Realistic candid photo of a family having lunch at home, unposed and natural. Casual clothing, soft daylight, modest home-cooked meal on a slightly messy dining table, everyday kitchen background, neutral mood.

*This time the preset and prompt are asking for conflicting things. If preset and prompt are in a conflict, Sora seems to prioritize the prompt. There is little difference between the pictures*



Neo-futuristic preset



No preset





## Prompt

Realistic candid photo of a family having lunch at home, unposed and natural. Casual clothing, soft daylight, modest home-cooked meal on a slightly messy dining table, everyday kitchen background, neutral mood. Style is neo-futurism.

*This time, the prompt is internally conflicting. It asks for a realistic candid picture while also requesting a neo-futuristic picture. The difference between the two pictures is clear, but the neo-futuristic picture also looks quite casual.*



Neo-futuristic preset

Style was neo-futurism, but it conflicted with the rest of the prompt, so Sora used the style only with the preset.



No preset



# Everyday realistic preset with text

This is the textual preset given to Sora (written with ChatGPT)

Theme: Ordinary life as it naturally unfolds — moments that feel observed rather than posed. People engaged in small, unremarkable actions: waiting for a bus, sipping coffee, glancing at their phone, carrying groceries, standing in line. Slight imperfections (wrinkled clothes, uneven hair, clutter in the background) preserved to enhance authenticity.

Camera: 35mm focal length, handheld, slightly imperfect framing to mimic candid street or documentary photography. Occasional mild motion blur or shallow depth of field, but never excessively cinematic.

Lighting: Natural and available light only — overcast daylight, fluorescent indoor lighting, warm incandescent bulbs in the evening. Soft shadows, occasional mixed color temperatures. No dramatic studio lighting.

Film Stock: Kodak Portra 400 or Fujifilm Superia 400 — subtle grain, natural contrast, accurate skin tones. Slight desaturation in harsh light, warmer tones in low light.

Colors: Muted, true-to-life palette. Slightly faded tones, with gentle contrast. Skin tones vary realistically across lighting conditions. Whites not pure — leaning toward off-white or grayish in indoor light.

Content Formation: Off-center compositions with negative space. Subjects not looking at the camera, often mid-action. Backgrounds remain part of the story (sidewalks, bus stops, cluttered kitchen counters). Imperfect focus — sometimes the subject is not tack-sharp. No stylization or exaggeration, just the quiet texture of life.

Vibe: Honest, observational, unpolished — as if pulled from a stranger's photo roll or an old family album. The feeling of "I've seen this before, but I don't remember where."





Prompt

A family is eating a lunch at home.

*The photo with preset looks a lot less cinematic and more realistic. The Preset works.*



Realistic everyday preset

No preset





## Prompt

Captain of a ship is standing on the bridge and looking outside.



Realistic everyday preset

Without the Preset, the captains in most pictures wear very formal uniforms and stand as if posing for the camera. The Preset works again.



No preset