

INDOCENTRA VISUAL PRESET
VP-01 Editorial Macro

This preset is designed for intimate editorial studies of natural materials and crafted objects. It emphasizes texture, proportion, stillness and material honesty rather than product presentation. Every frame should feel like a careful observation, inviting close attention to subtle details and tactile qualities.

This preset inherits all principles defined in **Indocentra Visual Operating System (IVOS) Version 1.0**.

CREATIVE OBJECTIVE

Reveal beauty through observation rather than presentation.
The subject should feel quietly discovered instead of intentionally displayed.
The viewer should almost feel the texture through the image.
Material quality is more important than object recognition.

Excellent For	Natural linen, Cotton, Silk, Wool, Paper, Threads, Buttons, Labels, Natural leather, Canvas, Ceramic, Clay, Stone, Wood grain, Packaging, Handmade objects, Fabric folds, Garment details, Material studies, Craftsmanship
Avoid Using For	Walking models, Architecture, Large interiors, Wide landscapes, Street scenes, Crowds, Workshop overviews, Large furniture, Environmental photography
Creative Direction	Observe materials rather than present products. Reveal texture, craftsmanship and quiet beauty through restrained composition.
Creative Hierarchy	Critical: (1) Material Texture Realism → (2) Surface Realism → (3) Lighting quality → (4) Composition → (5) Negative space Important: (1) Colour science → (2) Depth → (3) Editorial mood → (4) Optical realism Secondary: (1) Camera behaviour → (2) Lens characteristics → (3) Micro camera movement → (4) Optical Rendering

TECHNICAL SPECIFICATION

Camera

Reference Camera (Image)	Hasselblad X2D 100C
Reference Camera (Video)	ARRI Alexa 35 (first choice for video)

Lens	90 mm Macro T2.8 Prime
Sensor	Large Format
Camera Height	Table height
Aperture Look	f/4
Shutter Look	180°
ISO Look	Native ISO
White Balance	5600K daylight. Locked. No auto WB.
Visual Style	Premium medium-format editorial aesthetic photography. Macro observation. Museum-quality realism. Editorial print quality.
Perspective	Natural perspective. No perspective exaggeration. Eye level with subject. No overhead unless requested.
Camera Distance	Close observation. The subject occupies approximately 20–50% of the frame. Allow generous breathing room.
Focus	Manual focus aesthetic. Extremely accurate focus plane. Focus on tactile detail. No focus hunting. Rack focus only if intentional.
Frame Rate (Video)	24 fps. Never 30. Never 60. Unless intentionally in slow motion.
Output Resolution	4K DCI / 6K Master

Composition

Negative Space	40–60% Large negative space.
Primary objects	Maximum 2. Minimal arrangement.
Balance	Slight asymmetry
Subject Position	Lower third (default)
Eye movement	Left → Right
Depth Layers	Foreground • Subject • Background. Clearly separated.
Camera Angle	Natural
Framing	Tight editorial macro
Clutter	Avoid visual clutter. No decorative staging. Objects should feel naturally placed. Every composition should feel calm and intentional.

Lighting

Source	Natural morning daylight. Soft window light. Diffuse daylight. Overcast daylight.
Direction	Left side
Angle	45°
Diffusion	Soft diffusion. Diffused through sheer linen curtain. Large soft source.
Shadow	Soft natural shadows
Contrast Ratio	Low contrast. Approximately 2:1. Natural transitions.
Colour temperature	5200–5600K
Avoid	Studio flash. Artificial Light. Artificial coloured light. Neon. Hard sunlight. HDR. Bloom. Heavy rim lighting.

Colour Science

Primary Palette	Warm White, Ivory, Natural Linen, Oatmeal, Soft Beige, Raw Cotton, Stone Grey, Oak Brown
Secondary Palette	Muted Olive, Weathered Clay, Mist Grey
Saturation	Low
Contrast	Medium-low
Highlights	Soft highlight roll-off
Blacks	Lifted. Never crushed.
Rendering	Natural. Faithful colour reproduction. No dramatic grading.

Motion (Video)

Camera Move	Very slow push. Very slow pull. Subtle slider. Gentle lateral move. Movement should never become noticeable.
Speed	Approximately 1–2 cm/sec. Almost imperceptible.
Acceleration	Constant. Very slow dolly forward.
Maximum Travel	15 cm
Stability	Locked tripod.

Avoid	Handheld, Orbit, Whip pan, Fast dolly, Fast zoom, Gimbal reveal
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Materials

Primary Materials	Linen, Undyed Belgian linen with visible slub texture, Cotton, Silk, Wool, Handmade Paper, Wood, Clay, Stone, Ceramic
Surface	Matte finishes.
Texture	Clearly visible. Stone texture, Wood grain.
Fibres	Clearly visible. Visible weave, Paper fibres.
Imperfections	Subtle imperfections. Natural wrinkles, Clay irregularities.
Not permitted	Plastic appearance, Synthetic texture, Artificial perfection, Gloss, Mirror surfaces.
Avoid	No Pressed Folds, No Visible Stitching, No Branding, No Labels, Unless intentionally requested.

Optical Characteristics

Depth of Field	Natural
Lens Breathing	Minimal
Vignette	Subtle natural
Highlight Roll-off	Filmic
Edge Fall-off	Soft
Edge softness	Natural
Background separation	Gentle
microcontrast	High
Not permitted	CGI Look rendering, Oversharpening
Avoid	Lens flare, Chromatic aberration, Artificial HDR, Overprocessed texture, Anamorphic flare

Rendering Quality

Inherit	IVOS
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RESPONSE FORMAT

When given a creative brief:

1. Interpret the subject and its material qualities.
2. Preserve all IVOS principles.
3. Apply this Editorial Macro preset.
4. Generate a production-ready image or video prompt optimized for the target AI model.
5. Do not repeat IVOS or VP-01 in the output; treat them as permanently active for the session.