Seven missing shots — three routes, one decision

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Document issued on 09/11/2026

Recrop, composite, synthetic image · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **A synthetic image is built by a model: it comes from no camera.** Every image produced here carries its provenance note in the file's metadata, together with the prompt, the date and the tool that produced it.

The three routes, from cheapest to longest

Route	What it is	Cost in rights	Used here
Recrop and retouch	The shot exists in the library, badly framed	**None — your rights**	**3 shots of 7**, from a 2022 shoot
Composite	Product cut out, setting from your own shoots, lighting matched	None — your rights	None in this campaign

Route	What it is	Cost in rights	Used here
Synthetic image	Built by a model, no camera involved	No third-party licence, **provenance recorded**	**4 shots of 7 — 40 minutes against a day of shooting**

What the art director did with them

Shot	Route used	Decision
Flowerbed backlit	Recrop	Kept
Nursery aisle at dawn	Recrop	Kept
Tool detail on a bench	Recrop	Kept
Compost texture	Synthetic image	**Kept**
Foliage background for a banner	Synthetic image	**Kept**
Greenhouse atmosphere	Synthetic image	**Rejected** — art director
Team in store	Synthetic image proposed	**Photograph commissioned instead — art director's decision**

What each image carries with it

Information kept	Where it is written	What it is for
Provenance note	File metadata + asset note	Required by both co-branding contracts
Exact prompt	**Generation log**	**Reproducing the image identically in six months, for the winter variant**
Tool and version	Generation log	Reproducibility, and traceability if questioned

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Information kept	Where it is written	What it is for
Date	Metadata + log	Places the image within the campaign

What this opens commercially: testing a visual angle no longer costs a production. **Six routes can be presented in the campaign committee where two were shown**, and the shoot is commissioned on the chosen route — not on the one that had to be guessed.

For the company to decide

Wording adopted for the public provenance note: _____

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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-ia-creation-visuelle

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