



AI DESIGN CORPS GENIUS GUIDE

MIDJOURNEY



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MIDJOURNEY OVERVIEW

Midjourney is a generative artificial intelligence program and service created and hosted by the San Francisco–based independent research lab Midjourney, Inc. Midjourney generates images from natural language descriptions, called prompts. The only way to use Midjourney is through a chat app (albeit a pretty great one). But it's worth exploring for the quality you'll get.

The way to start your prompt is by using Discord commands. Simply enter “/” followed by “imagine” and the prompt you want Midjourney to create. It takes about a minute to generate a response, but when it does, the Midjourney bot will render four different images based on your prompt by default.

How to use Midjourney

1. Sign up for Discord.
2. Sign up for Midjourney, and accept the invitation to the Midjourney Discord channel.
3. Go to a #newbies channel, and type /subscribe.
4. Pick your Midjourney plan.
5. Head back to Discord, and use /imagine to start generating images.
6. Edit and upscale your creation.
7. Save your image.

MIDJOURNEY STEP-BY-STEP GUIDE

45-60 Mins

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ACTIVITY NAME

MIDJOURNEY PROMPT ENGINEERING

MIDJOURNEY PROMPT ENGINEERING

PURPOSE

Learn how to develop image baed prompts for that produce a specific image.

OBJECTIVE

Learn to get the most out of Midjourney in your work and teach how to properly use it for brainstorming, prototyping. Use cases include:

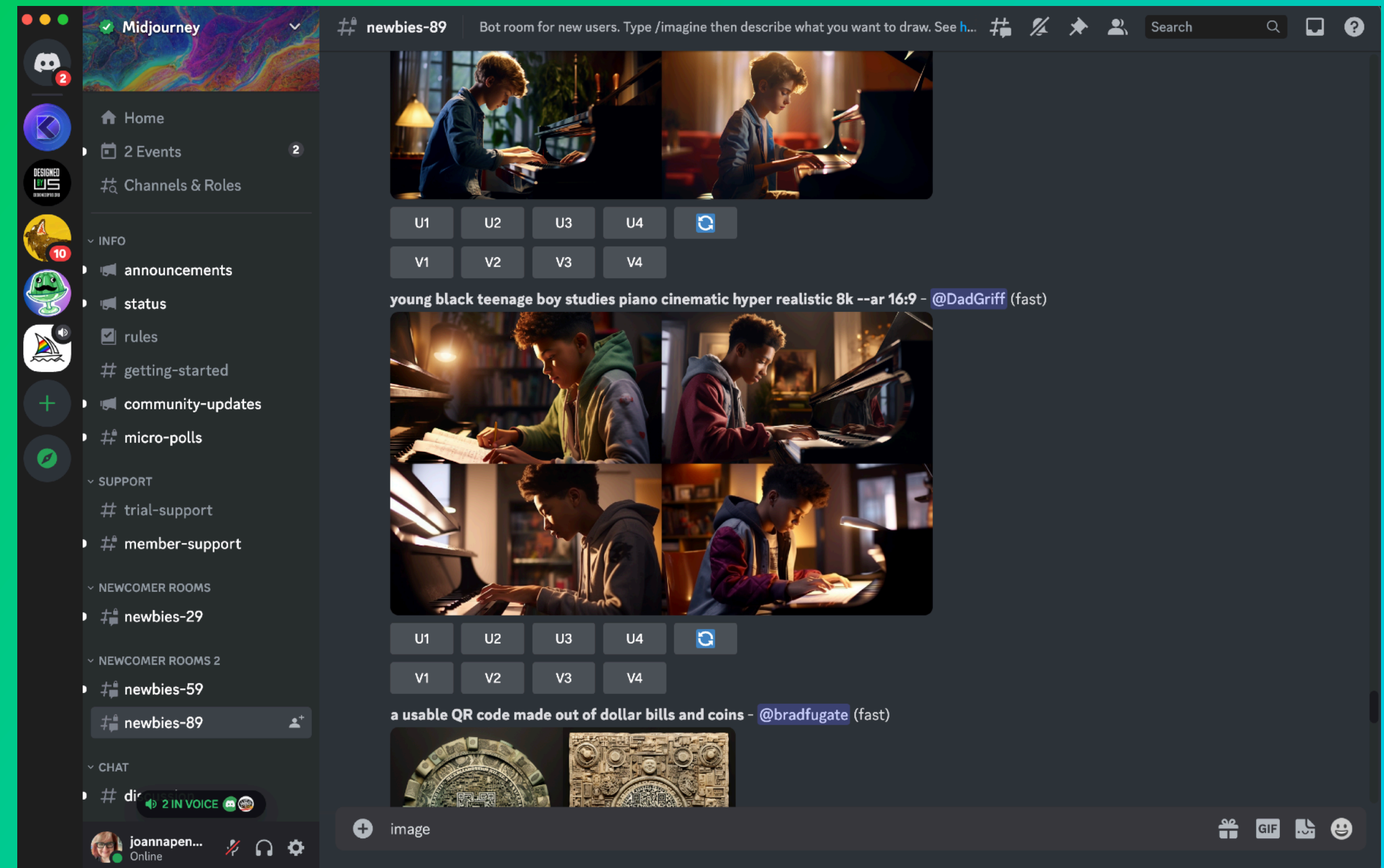
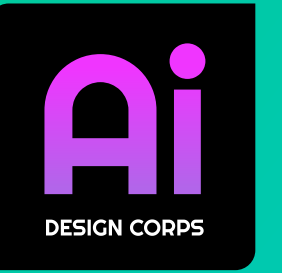
- **Role-playing Activities:** A platform like "Midjourney" could host AI-driven role-playing simulations where clients can immerse themselves in a specific era, learning about daily life, significant events, and societal norms.
- **Art History Quizzes:** Teachers can use use the platform to host quizzes where ChatGPT poses questions about different art movements, famous works, or artists and students can use Midjourney to output immersive images or storyboards for a report.
- **Creative Writing:** Produce an beautiful or novel image and write a creative stories about the image.

ACTIVITY

- Sign up for A discord account
- Add Midjourney chat
- Write 2-3 prompts for Midjourney Prompts that will output classroom or program materials.

30 MINS

DELIVERABLE SAMPLE
MidJourney Prompts



OPEN MIDJOURNEY IN DISCORD

MIDJOURNEY CHEAT SHEET

OPEN MIDJOURNEY IN DISCORD

KEY TERMS

- **IMAGE PROMPT:** Written instruction given to Midjourney Via discord interface
- **PREFIX:** defines image medium & style
- **SCENE:** Defines subject, setting, action in the image produced
- **SUFFIX:** modulates Prefix & Scene (in practice these categories overlap)
- **RESOLUTION:** Resolution is one of the parameters of a prompt specifies the output resolution (e.g. *8K* , *4K*)

KEY FEATURES

- **Prompting:** Instruct Midjourney to produce an image output that you want.
- **Prompt Engineering:** a skill set required to generate prompts that enable mid journey to produce high quality outputs.
- **Describe Feature:** Midjourney returns **four** descriptions based on the image

PROMPT GENERATION APPS

Get help writing prompts that produce high quality outputs.

- [HuggingFace](#)
- [Phraser](#)

KEY USE CASES

- Painting: Midjourney can produce painting in the style of famous painters or art styles.
- Photography: Midjourney can produce Photorealistic images
- Digital Art: Create derivative digital art
- Moodboards: Create moldboards for movies, tv script ideas
- Background Images: Create abstract background images for presentations
- Delegate art, photo or image Creation: use it to direct art production
- Imitate artist styles

WHEN ENGINEERING PROMPTS THINK OF THE FOLLOWING:

- Style
- Famous Artist
- The Scene / Image detail
- Effects
- Mood
- Lighting

WHEN ENGINEERING PROMPTS USE ART STYLES:

- | | | | |
|------------------------|-----------------------|--------------------------|--------------------------|
| ► dark fantasy | ► op art | ► diagrammatic drawing | ► dripping art |
| ► paper cut craft | ► Japanese ink | ► diagrammatic portrait | ► stained glass portrait |
| ► paper quilling | ► pastel drawing | ► double exposure | ► graffiti portrait |
| ► patchwork collage | ► isometric anime | ► 2D illustration | ► winter oil painting |
| ► iridescent | ► analytic drawing | ► isometric illustration | ► anime portrait |
| ► ukiyo-e art | ► infographic drawing | ► pixel art | ► cinematographic style |
| ► watercolor landscape | ► coloring book | ► futuristic style | ► typography art |
| ► ASCII art | ► polaroid photo | ► ornamental watercolor | ► one-line drawing |

COOL PLUGINS

- [Effortless Midjourney](#)
- [Photorealistic AIPRM for ChatGPT](#)
- [Divi](#)

SUFFIX

V4 descriptions. Type these into your Midjourney prompt and the following prefixes and scenes will produce the following styles:

- | | |
|---|--|
| ► fine ultra-detailed realistic - Can be a bit grainy and "ropey" but increases detail generation | ► rim lighting - Slighting stronger lighting effect than "film lighting," but very similar results |
| ► ultra photorealistic - Simiar to "fine ultra-detailed realistic" | ► intricate - Tends toward non-realistic "crafts" and "pattern" type designs. |
| ► Hasselblad H6D - Sharper focus on subect; shadows are deepened | ► realism - Aristic realism. Backgrounds tend to be more uniform; subject looks more like a painting; more objects with subject |
| ► high definition - Shadows are lightened; more fanciful and saturated colors | ► photography - Subject tends to have a little area of objects around it with little else in the background |
| ► 8k - Lighting tends to be more extreme; colors even more saturated and computer-generated looking than "high definition" | ► rendered for IMAX - More complex subject with very directional lighting and subdued saturation |
| ► cinematic - Shadows tend to be more extreme (though not darker); objects a bit thicker; more poster-like | ► 35mm film - More vibrant colors, but muted saturation, detailed with additional foreground and/or background elements |
| ► color grading - Extreme variations in hue; vibrant but not over-saturated colors | ► soft focus - Slight blurry focus and thiner subject with lots of potentially grainy detail; colors tend toward pastels |
| ► tilt-shift - Like "depth of field," but from above or with high angle | ► harsh lighting - Extreme contrast with dark shadows |
| ► motion-blur - Speed lines. May render as if wind is blowing | ► Hasselblad full frame - Similar to "35mm film" with more emphasis on strong contrast. |
| ► harsh lighting - Extreme contrast with dark shadows | |
| ► minimalist line art - Very simplified pen-on-paper type line sketch of the subject with few or no additional element | |
| ► depth of field - sharp focus on subject, background and foreground blurred | |
| ► film lighting - Limited lighting sources; backlighting common; deep shadows cast by light sources | |

‡In general, "minimalist" can be added to many modifiers to reduce the complexity.



FAMOUS ARTISTS

List of artists styles that can be included in a prompt

- Painted by Leonardo Da Vinci
- Painting By Hieronymus Bosch
- Painting By Robert Rauschenberg
- Art By Man Ray
- Art By Marcel Duchamp
- Painting By Serge Charchoune
- Art By Uon.visuals
- Art By Alexander Milne Calder
- Art By Anne McCaffrey
- Art By M.C. Escher
- Painting By Wassily Kandinsky
- Painting By Jean Delville
- Painting By Pablo Picasso
- Painting By David Hockney
- Painting By John Constable

PARAMETERS

Create a prompt that enables Midjourney to output in the following formats

- `--ar [WIDTH: HEIGHT] aspect Ratio`

4:3 16:9 2:1
- `--q [0.25|0.5|1|2]`
quality (,1 burns gpu minutes)
- `--seed [0-4294967295]`
starting point for an initial grad
- `--seed [0-4294967295]`
starting point for an initial grad
- `--c [0-100] chaos (unusual results)`

0 50 100
- `--tile seamless patterns`
- `-iw[W]` Sets image weight to W
- `-iw[X]` gives X a negative weight of -0.5

AI X DESIGN | WORKFORCE DEVELOPMENT

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