Task 1: Comparative Research – DALL·E vs Midjourney

Prompt for Testing

"A steampunk city under moonlight with flying airships and glowing lanterns."

1. Image Quality

- **DALL·E (OpenAI):** Produces clear and realistic images, but sometimes lacks fine artistic detailing. The visuals lean towards clean and polished outputs.

- **Midjourney:** Known for highly artistic, cinematic, and detailed visuals. It often adds dramatic lighting, textures, and mood, making the scene look more like professional concept art.

2. Prompt Accuracy

- **DALL·E:** Follows prompts faithfully, especially when descriptive text is given. However, sometimes struggles with very complex or abstract ideas.

- **Midjourney:** Interprets prompts creatively, but may "stylize" outputs too much, which can slightly drift from the exact description.

3. Style Flexibility

- **DALL·E:** Can switch between photorealism, abstract art, sketches, or cartoons if specified.

- **Midjourney:** Excels in unique art styles (fantasy, surreal, cinematic, anime, cyberpunk, etc.), making it more appealing for artists and designers.

4. Usability

- **DALL·E:** User-friendly, integrated with ChatGPT; easy for beginners (just type a prompt and get images).

- **Midjourney:** Works via Discord commands, which can be confusing for new users. Requires understanding of parameters like `--ar`, `--v`, etc.

5. Licensing & Terms

- **DALL·E:** OpenAI allows commercial use of generated images (with some restrictions like no illegal/misleading content).

- **Midjourney:** Paid subscription required for commercial rights. Free trial is limited, and images are publicly visible unless you pay for private mode.

Final Comparison Table

Criteria	DALL·E (OpenAI)	Midjourney	Winner
Image Quality	Realistic, clean	Cinematic, detailed, artistic	Midjourney
Prompt Accuracy	High literal accuracy	More creative, less literal	DALL·E
Style Flexibility	Good, but limited	Excellent, wide artistic range	Midjourney
Usability	Very easy, integrated in apps	Discord-based, harder for new users	DALL·E
Licensing & Terms	Free + commercial allowed	Paid for full rights	DALL·E

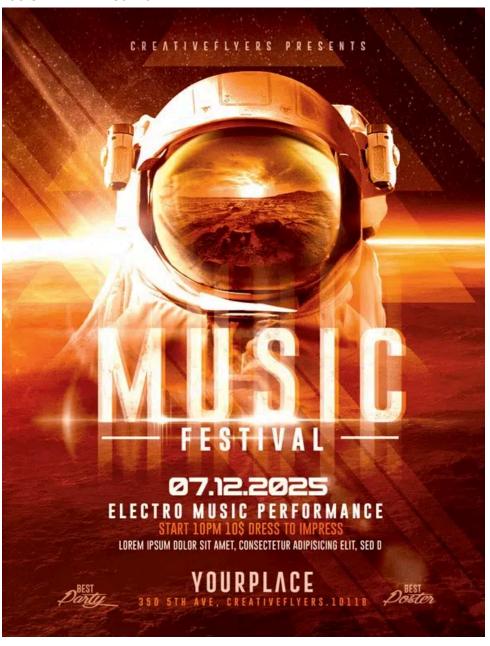## Task 2:

Poster for a Fictional Event

Title: *CyberFest 2077 – A Futuristic Music Festival*

Description:
A neon-lit cyberpunk poster showing holographic DJs, glowing skyscrapers, and flying cars. The event name *"CyberFest 2077"* is written in glowing neon letters. The poster highlights:

- Futuristic EDM & Techno Performances

- VR Gaming Zones

- AI-Powered Light Shows

Tools: DALL·E / Canva AI

Project:

Step 1: Generate Visuals (using DALL·E here in ChatGPT)

We'll create 4 key visuals (one for each scene). You can then import them into Canva or CapCut, add text + narration, and export as a short video.

Scenes to Generate:

1. **Earth spinning in space** with title text *"What is Climate Change?"*

2. **Factories releasing smoke** with a glowing red heat layer around Earth.

3. **Melting glaciers and flooding** with animals struggling (like polar bears).

4. **Children planting trees + solar panels + wind turbines** with text *"Together We Can Help!"*

Step 2: Simulate Video in Canva

- Import each generated DALL·E image into Canva.

- Place them in order, each lasting about **3–4 seconds**.

- Add simple text overlays (as noted above).

- Add background music (Canva has free options).

- Record or upload a short narration using the script.

Step 3: Narration Script (15s)

- *"Climate change means our planet is heating up."*

- *"This happens when greenhouse gases trap too much heat."*

- *"It causes melting ice, rising seas, and extreme weather."*

- *"But by planting trees and using clean energy, we can fight climate change!"*