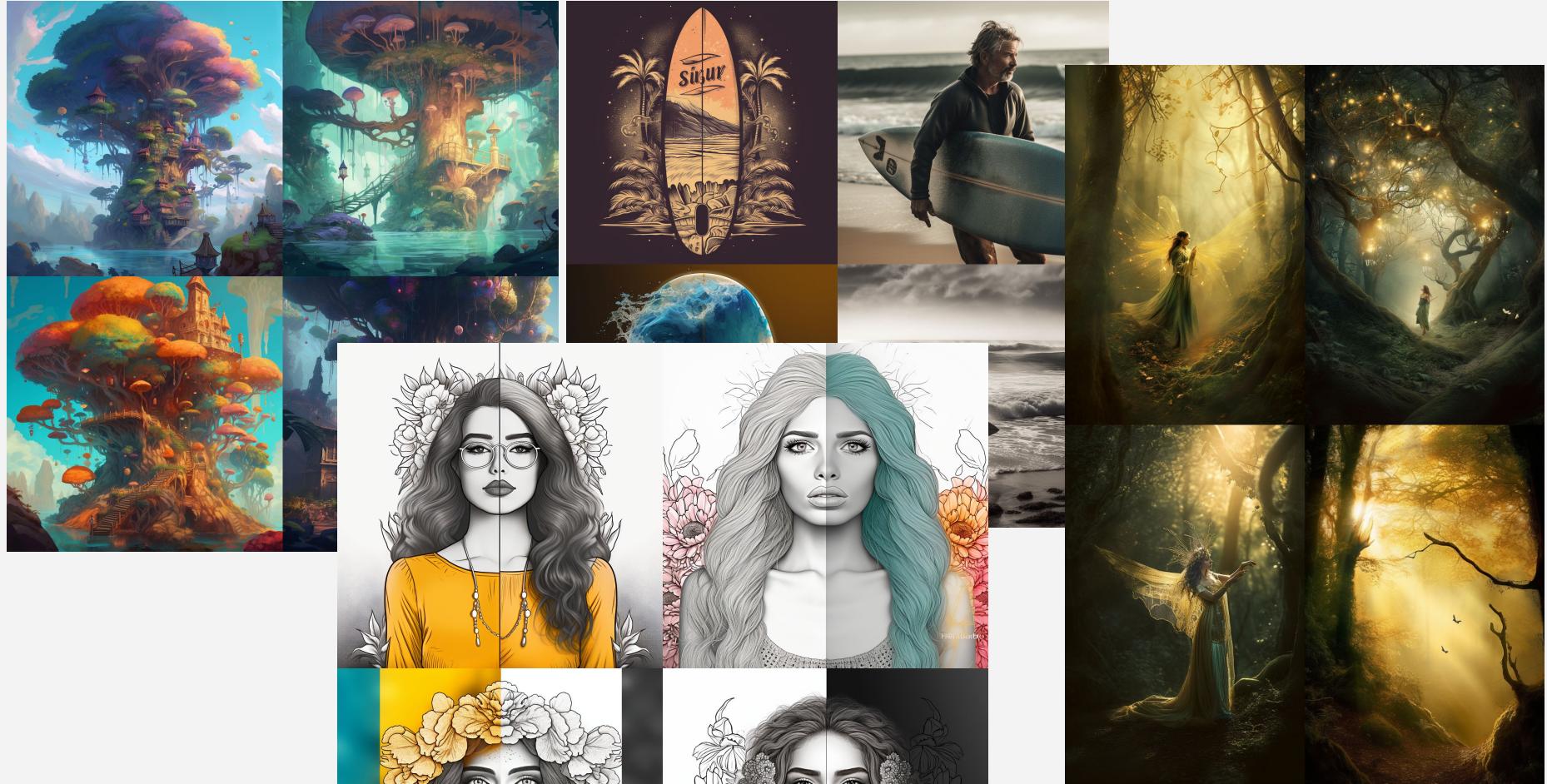


Generating Visual Content with AI



Generating Visual Content with AI

You can generate images using text with AI!

Just like ChatGPT - you feed it text to generate text, you can also use other AI tools that take in text to generate images!

- Midjourney
- DALL-E (By OpenAI - The creators of ChatGPT)
- ...

We'll focus on Midjourney in this course!

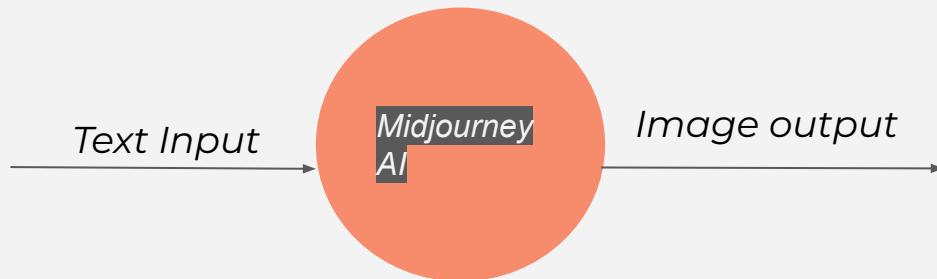
Generate Images with Text - Midjourney

- Introduction to Midjourney:
 - What is it?
 - How to start using Midjourney
 - The /imagine Command
 - Upscale, Creating Variations or Rerolls.
 - Saving Generated Images
 - Midjourney AI Discord Commands

What Is Midjourney

An AI tool used to generate images from text!

Similar to DALL-E or StableDiffusion, but Midjourney uses a different technology which enables the generation of high quality images efficiently



Midjourney Images Use-cases

- Generate Images for:
 - Blog posts
 - Articles
 - Social media and Marketing
 - Books (Children books, coloring books...)
 - Wall Art
 - Print-on-Demand products (t-shirts, logos, mugs, socks, ...)

Getting Started with Midjourney

- Checkout their website: <https://www.midjourney.com/home/>
 - Click on “Join the Beta”
 - Enter a username
 - [walkthrough]
- Create a Discord account - Midjourney works entirely on Discord

Getting Started with Midjourney - Hands-on

How to Generate Images?

/imagine **Command**

an 1800's painting of a lumberjacks cutting down trees in a forest

Getting Started with Midjourney - Hands-on

Important Note

*You have limited amount of images (**25**) you can create on the free Version!*

Getting Started with Midjourney - Hands-on

Basic Parameters

Parameters are settings you add to your prompt to modify your image. This provides a greater control when generating images.

an 1800's painting of a lumberjacks cutting down trees in a forest --ar 2:3

Getting Started with Midjourney - Hands-on

Basic Parameters

Aspect Ratio (--ar) - (ration between width & height) Impacts the shape of your image.

an 1800's painting of a lumberjacks cutting down trees in a forest --ar 3:2



Getting Started with Midjourney - Hands-on

Basic Parameters

an 1800's painting of a lumberjacks cutting down trees in a forest --ar 4:5



Getting Started with Midjourney - Hands-on

Basic Parameters

- *Chaos (--c)*
 - Increase or decrease diversity of the image
 - Default = 0
- The lower chaos, the less variations on the image
- The higher chaos, the more diverse and unpredictable the image

an 1800's painting of a lumberjacks cutting down trees in a forest `--c 78`

Getting Started with Midjourney - Hands-on

a banana doing yoga and smiling --c 0

(default takes nothing)



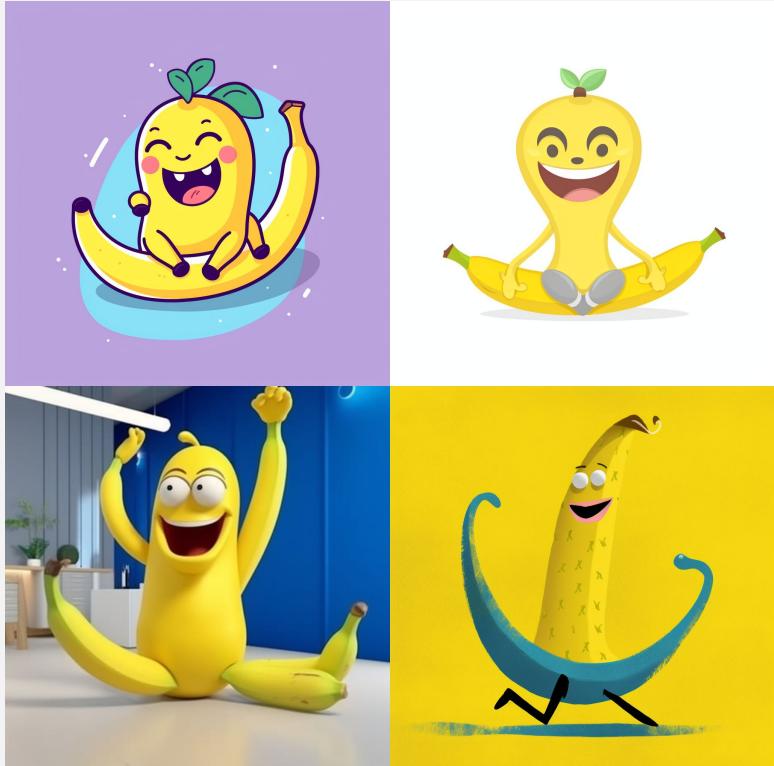
Getting Started with Midjourney - Hands-on

a banana doing yoga and smiling --c 50



Getting Started with Midjourney - Hands-on

a banana doing yoga and smiling --c 100



Getting Started with Midjourney - Hands-on

Side-by-side comparison (`--c 0`, `--c 50`, `--c 100`)



Getting Started with Midjourney - Hands-on

Basic Parameters

- *Quality* (`--q`) - *Default = 1*
 - Determines how long the AI will take to process the image (doesn't impact resolution)
 - Values: 0.25, 0.5, 1
- The longer it takes, the better quality of image (sometimes), but more GPU used - uses up your subscription minutes!

Getting Started with Midjourney - Hands-on

detailed illustration of a coconut --q .25



Quickest but least detailed results

- *4x faster and uses $\frac{1}{4}$ the GPU processing minutes*

Getting Started with Midjourney - Hands-on

detailed illustration of a coconut --q .5



least detailed image results

- *2x faster and uses $\frac{1}{2}$ the GPU processing minutes*

Getting Started with Midjourney - Hands-on

detailed illustration of a coconut --q 1



Default settings (use --q 1, or just leave it out)

Getting Started with Midjourney - Hands-on

Basic Parameters

- *Stop (--stop) - Default = 100*
 - Halt image generation at specified number
 - If value is less than 100, image may end up blurry
- Values: 10 - 100

Getting Started with Midjourney - Hands-on

detailed illustration of an apple --stop 43



It gives this “unfinished”, “blurry” feel to it

- *This can be a desired outcome for certain projects*

Getting Started with Midjourney - Hands-on

detailed illustration of an apple --stop 70



A more *finished* look than previous example

Getting Started with Midjourney - Hands-on

detailed illustration of an apple --stop 100



A finished illustration image

Getting Started with Midjourney - Hands-on

Basic Parameters

- *Stylize (--s) - Default = 100*
- *By default midjourney images are set to be more artistic (emphasize color, composition and forms)*
 - Lower setting = less artistic, images close to the prompt
 - Higher setting = more artistic images, less connected to the prompt
 - Values: 0 - 1000

Getting Started with Midjourney - Hands-on

Colorful illustration of an African Savanna --s 0



Way... Less artistic!

Getting Started with Midjourney - Hands-on

Colorful illustration of an African Savanna --s 100

Default



Default setting - less artistic, more connected to the prompt

Getting Started with Midjourney - Hands-on

Colorful illustration of an African Savana --s 250



Still less artistic, but with some differences since we used 250

Getting Started with Midjourney - Hands-on

Colorful illustration of an African Savana --s 1000



Higher setting number, very artistic, less connected to the prompt

Getting Started with Midjourney - Hands-on

Basic Parameters

- *Tile (--t)*
- *Prompt: scribble of stars on a white background --tile*
- *Creates a repeating tile - ideal for creating seamless patterns for fabric, wallpapers etc..*
 - It only creates one tile - use a tool like
<https://www.pycheung.com/checker/> to create the actual repeating tile

Getting Started with Midjourney - Hands-on



Tile generated



Generated repeating tile using
the online tool!

Getting Started with Midjourney - Hands-on

Basic Parameters

- *Version (--v)*
- *Values: 5.1 - 5.2*
- *Each version has better, different capabilities, more fine tuned*

Example: *illustration of a monkey smiling --v*

5.2

Getting Started with Midjourney - Hands-on

Basic Parameters

- *No Prompt (--no)*
- *Tells Midjourney to not include an item (or items)*

*Example: illustration of a monkeys playing in
the jungle --no coconut trees*

- *You can give it multiple items: "--no item1, item2, item3"*

Getting Started with Midjourney - Section Summary

- Aspect Ratio (--ar)
- Chaos (--c)
- Quality (--q)
- Stop (--stop)
- Stylize (--s)
- Tile (--t)
- Version (--v)
- No (--no)

Use these parameters combinations and create amazing images!

Midjourney - Improving Prompts and Images

- Pass Images in a prompt
- Separate Two Concepts on Images
- Themes
- Design styles
- Engines
- Artist
- Drawing and Art medium
- Lighting
- Realisting Photos

Getting Started with Midjourney - Hands-on

Image Prompts

- Use *image urls* as part of your prompt (in conjunction with text if need be)
- This combination influences the image composition, style and colors

prompt The prompt to imagine

The screenshot shows the Midjourney command line interface. At the top, there's a dark header bar with the text "prompt The prompt to imagine". Below it is a command line input field containing the command "/imagine". To the right of the command are several parameters enclosed in a rounded rectangle: "prompt", "http://imageURL1.png", "http://imageURL1.jpg", "description of what to imagine", "--parameter 1", and "--parameter 2". Below the command line, there are three colored buttons: a green "Image Prompts" button, a blue "Text Prompt" button, and an orange "Parameters" button.

Getting Started with Midjourney - Hands-on

Image Prompts

- *Get the image url and add to the prompt!*
- *How to Upload to discord:*
 - *Find image link and copy*
 - *Paste the link into the MJ bot and hit Enter*
 - *Right-click the image generated and “Copy Link”*
 - *Use the link with text to generate a new image with the previous image as a base image :)*

Getting Started with Midjourney - Hands-on

Multi Prompts Basics

- *Separate two (or more) concepts in a prompt individually using :: as a separator.*
- *For example:*
 - *surfboard - MJ bot will consider this a single concept; however;*
 - *surf:: board → MJ will consider this two different concepts to be rendered with different weights*
 - *Let's put this to the test!*

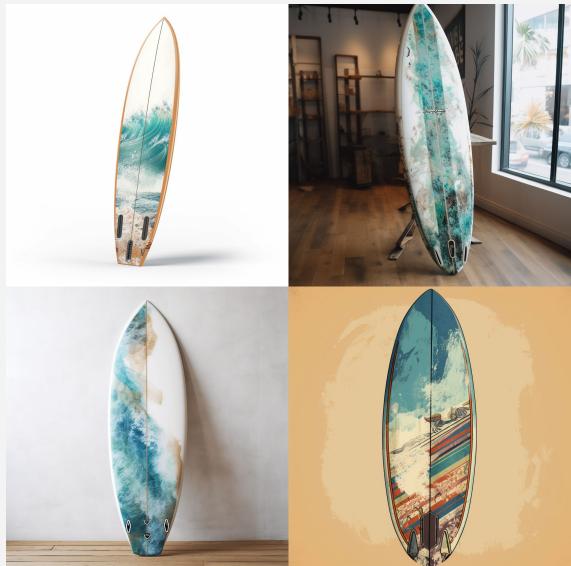
Getting Started with Midjourney - Hands-on

Multi Prompts Weights

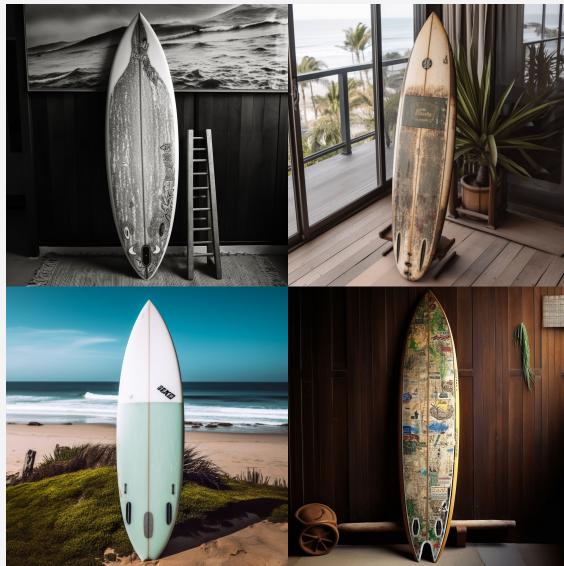
- Assign the relative importance of the concept
- For example:
 - **surf::2** board → MJ will consider sail to have more weight over boat
 - Let's put this to the test!

Getting Started with Midjourney - Hands-on

Surfboard



Surf:: board



Surf::2 board



Improve Your MJ Prompts

Use prompt techniques to make your images better and more polished by using:

Themes

Improve Your MJ Prompts

Themes



Improve Your MJ Prompts

Hands-on

Improve Your MJ Prompts

**Task: Apply What You've
Learned in Your Domain!**

Improve Your MJ Prompts

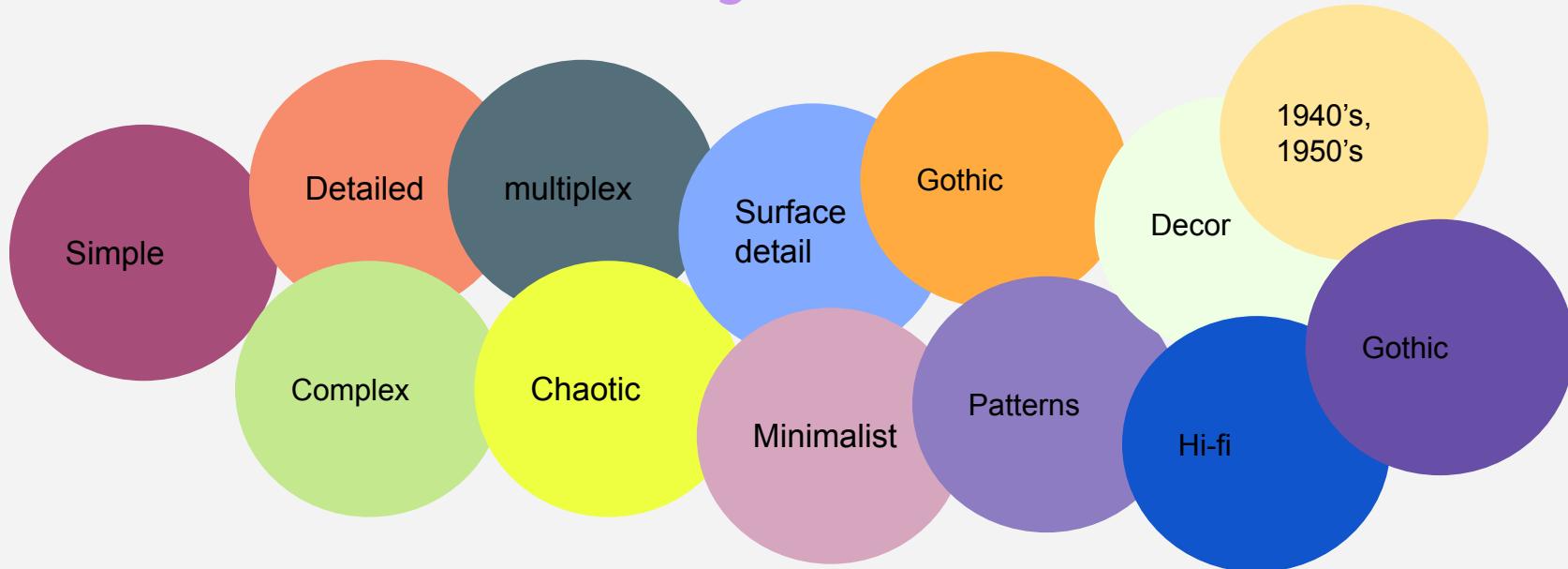
Use prompt techniques to make your images better and more polished by using:

Design Styles

Add depth, character and texture to your images...

Improve Your MJ Prompts

Styles



Improve Your MJ Prompts

Hands-on

Improve Your MJ Prompts

**Task: Apply What You've
Learned in Your Domain!**

Improve Your MJ Prompts

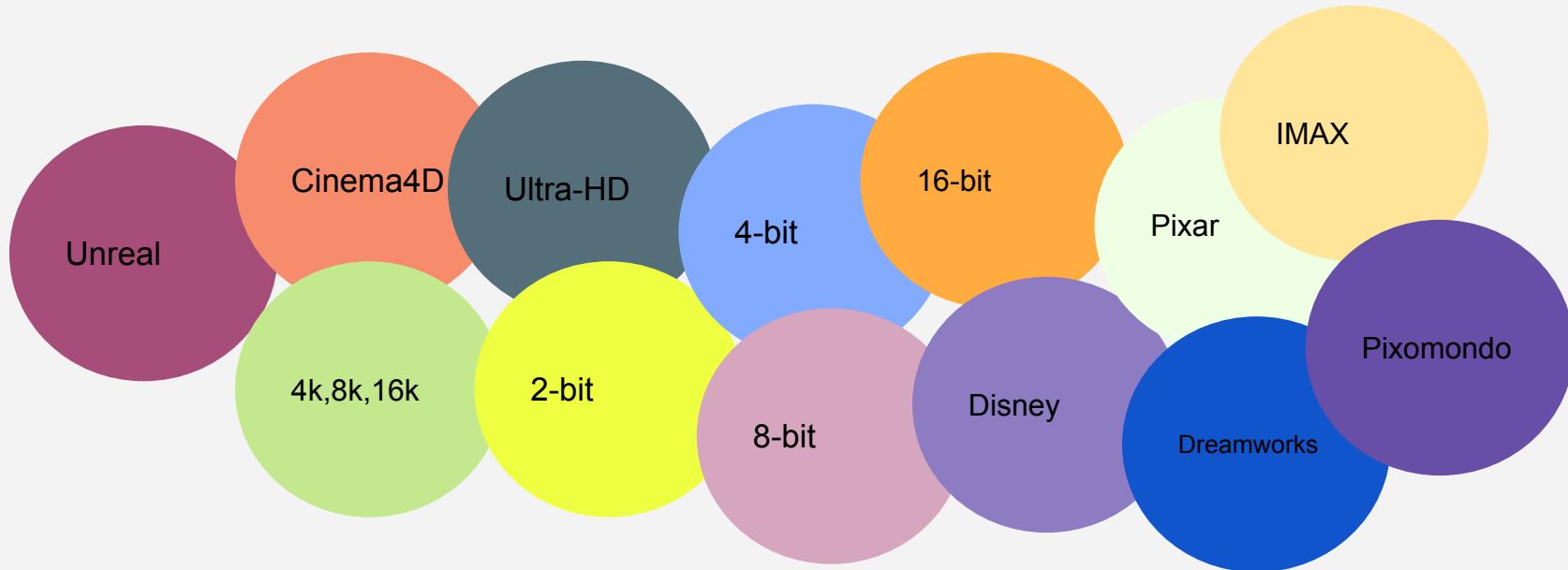
Use prompt techniques to make your images better and more polished by using:

Engines

Change how your images looks by using different engines to generate them.

Improve Your MJ Prompts

Engines



Improve Your MJ Prompts

Hands-on

Improve Your MJ Prompts

**Task: Apply What You've
Learned in Your Domain!**

Improve Your MJ Prompts

Use prompt techniques to make your images better and more polished by using:

Artist

Shape your images by leveraging popular artists' style!

Improve Your MJ Prompts

Artist



Improve Your MJ Prompts

Hands-on

Improve Your MJ Prompts

**Task: Apply What You've
Learned in Your Domain!**

Improve Your MJ Prompts

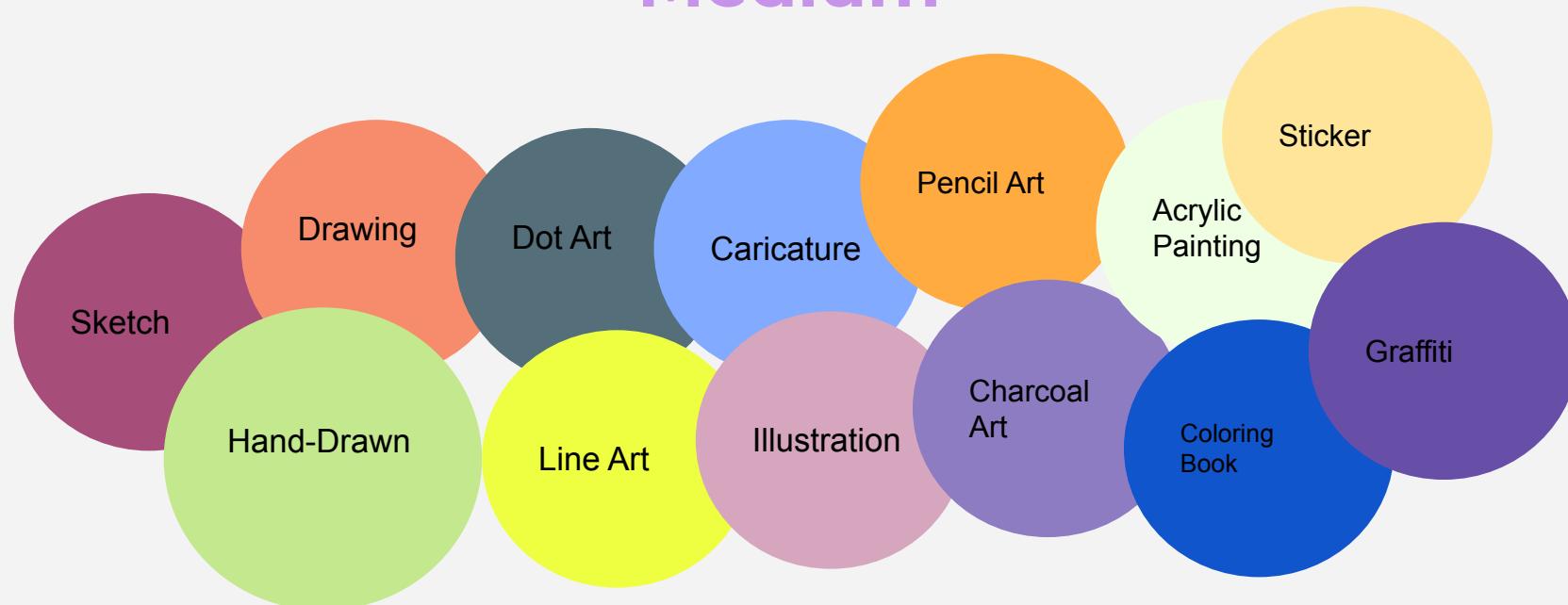
Use prompt techniques to make your images better and more polished by using:

Drawing and Art Medium

Shape your images by using different mediums and techniques.

Improve Your MJ Prompts

Drawing and Art Medium



Improve Your MJ Prompts

Hands-on

Improve Your MJ Prompts

**Task: Apply What You've
Learned in Your Domain!**

Improve Your MJ Prompts

Use prompt techniques to make your images better and more polished by using:

Lighting

Influence the mood of your images with lighting.

Improve Your MJ Prompts

Lighting



Improve Your MJ Prompts

Hands-on

Improve Your MJ Prompts

**Task: Apply What You've
Learned in Your Domain!**

Creating Realistic Photos with Midjourney - V5

You can now create very realistic Photos with Midjourney V5!

Skin tone and sharp details!

