

Briefing an Animation Using AI

This deck contains instructions, tips, and a prompt guide cheat-sheet to help you create interesting style references using Midjourney.

Understanding Midjourney for AI Briefs

1

Midjourney is a generative artificial intelligence program that can create images simply from text prompts.

2

Using a combination of art styles as prompts, Midjourney can generate unique reference images.

3

By compiling the references into a brief, we can explore what our animated film could look like. This is called 'world building'.

This can then be handed to an animation team for production.

How to Access Midjourney

1. Sign up for Discord

Midjourney operates through the Discord platform. So, first, head over to [Discord](#) and create an account. Make sure you verify your email address.

2. Join the Midjourney server

On the [Midjourney](#) website, click the "Join the Beta" button. This will send you a link to join the server.

3. Subscribe to a plan

We highly recommend subscribing to a plan, which will allow you to directly message the MidjourneyBot, giving you a private channel of communication.

Midjourney offers several subscription plans. You can explore them on their [website](#). Once you choose a plan, use the /subscribe command in the #newbies channel on the Discord server to get a personalised link to subscribe.

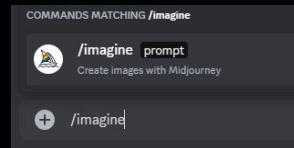
Creating An Image

4. Direct Message

Navigate to the direct message channel. For more instructions on how to find this, see the Midjourney website [page](#).

5. Use the Commands

In order to create an image, type **/imagine** in the chat box. And a prompt command will appear above.



6. Start Creating

Hit enter, and type your ideas in to start generating AI images. The following pages contain prompt ideas that can be used.

How to use the Prompt Guide

All of the images in the prompt guide have been created using the words below the image. This allows you to quickly see the style influence that is created via that prompt.

- Combine art styles, artists and techniques to create really interesting unique reference images.
- Combine a commercial art style (page 4) with other artists or art styles.

For example:

[a scene from a stop-motion animation made by Gustav Klimt –ar 16:9]



Changing the Aspect Ratio

In order to change the aspect ratio from the standard 1:1, type two dashes, followed by 'ar', then the aspect ratio.

For example:

prompt an example prompt --ar 16:9

Prompt Guide: Commercial Art Styles



[Product Render]



[Stop-Motion Animation]



[Typographic Design]



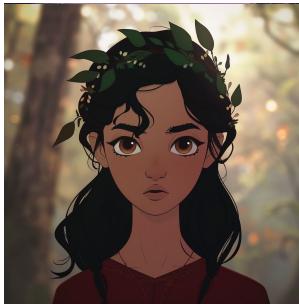
[Modern 2D Illustration]



[Children's Book Illustration]



[Graphic Novel]



[2D Animation]



[3D Animation]



[3D Motion Graphics]



[Biomorphic Art]

Prompt Guide: Art Techniques



[Glitch Art]



[Algorithmic Art]



[Holographic Art]



[Hand Drawn]



[Action Painting]



[Stained Glass]



[Lino Art]



[Origami]



[Encaustic Painting]



[Ink-Wash Painting]

Prompt Guide: 20th Century Art Styles



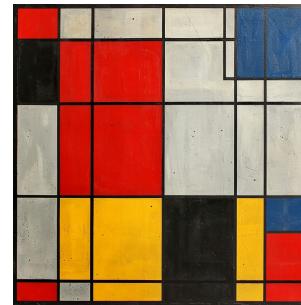
[Fauvism]



[Cubism]



[Art Deco]



[De Stijl]



[Suprematism]



[Abstract Expressionism]



[Constructivist]



[Art Nouveau]

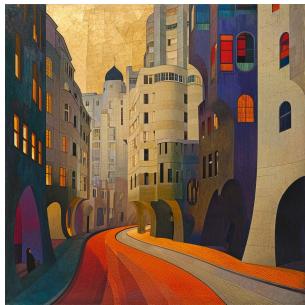


[Pop Art]



[Post-Impressionism]

Prompt Guide: 20th Century Art Styles



[Vienna Secessionist]



[Russian Avant Garde]



[Purism]



[Neo-Dada]



[Pointilisme]



[Rayonism]



[Op Art]



[Neo Pop]



[80's Art]



[Collage Art]

Prompt Guide: *Regional Art Styles*



[Balkan Naive Art]



[Samoan Tapas Cloth]



[Aboriginal Dot Painting]



[Mexican Art]



[Hmong Textile Art]



[Sumi-e]



[Navajo Weaving]



[Kuna Mola]



[Safavid Art]



[Japanese Art]

Prompt Guide: *Historical Art Styles*



[Anglo-Saxon Illuminated]



[Sumerian Art]



[Communist Propaganda]



[Bamileke Sculpture]



[Novecento Italiano]



[Mosaic]



[Qajar Art]



[Mesoamerican Art]



[Tapestry]



[Ancient Greek Art]

Prompt Guide: *Historical Art Styles*



[17th Century Cartoon]



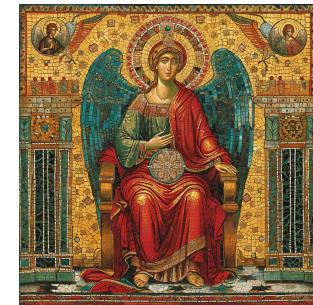
[Ottoman Illumination Manuscript]



[Arabesque Art]



[Celtic Art]



[Byzantine Art]



[Delft Pottery Art]



[Ancient Egyptian Art]



[16th Century Woodcut]



[Retrofuturism]



[Pre-Raphaelite]

Prompt Guide: Artists



[By Gustav Klimt]



[By Egon Schiele]



[By Van Gogh]



[By Basquiat]



[By Mondrian]



[By Cezanne]



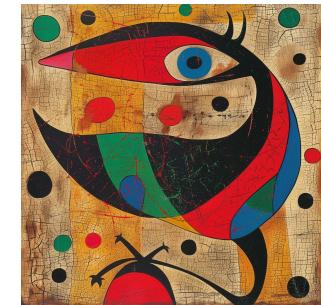
[By Monet]



[By Picasso]



[By Salvador Dali]



[By Joan Miró]

Prompt Guide: Artists



[Paul Klee]



[By Henri de Toulouse-Lautrec]



[By Kazimir Malevich]



[By Lowry]



[By Mark Rothko]



[by Amedeo Modigliani]



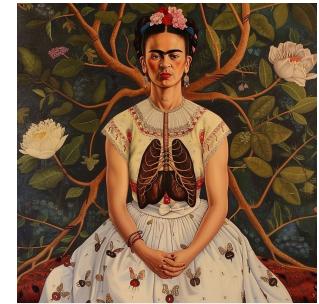
[By Botero]



[By Gaugin]



[By Diego Rivera]



[By Frida Kahlo]

Prompt Guide: Artists



[Henri Rousseau]



[By Tamara De-Lempicka]



[By Albrecht Durer]



[By Edouard Manet]



[By Goya]



[by Hokusai]



[By Edvard Munch]



[By Hopper]



[By Caravaggio]



[By Cy Twombly]

Key Descriptor: *minimal/simple*



[Minimal Futurist Pre-Raphaelite]



[Minimal typographic design in the style of Russian avant-garde]

Midjourney often likes to go a bit overboard, so using descriptor prompts like [**minimal**] or [**simple**] can often help to make the image a bit more commercially applicable.

Useful Prompts: [stop-motion]



[a stop-motion animation created by a Pre-Raphaelite Brotherhood –ar 3:1]

Useful Prompts: [stop-motion]



[a stop-motion animation created by a Hmong textile artist –ar 2:1]

Useful Prompts: [stop-motion]



[a town scene created in a stop motion animation style by Van Gogh and Picasso –ar 2:1]

Useful Prompts: [Simple 2D Illustration]



[simple 2d illustration by Gauguin -ar 3:1]

Useful Prompts: [Simple 2D Illustration]



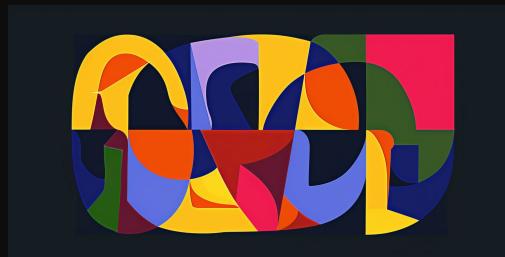
[simple 2d illustration by Hopper-ar 3:1]

Useful Prompts: [Simple 2D Illustration]



[simple 2d illustration in the style of Kuna Mola—ar 3:1]

Useful Prompts: [Typographic Design]



[Typographic design in the style of Fauvism – ar 3:1]

Useful Prompts: [Typographic Design]



[Typographic design in the style of collage art –ar 2:1]

Useful Prompts: [Typographic Design]



[Typographic design in the style of Neo-Dada –ar 2:1]

Brief Template

How to use the Template

On the following slide, we've created an example layout you can use, however, it's really up to you!

Ultimately, the goal is to create a 'world book', which covers as many aspects of the animation style as possible.

You can download a pdf version of the template via our website.

Moodboard Template

Company Name

Project Title

MOODBOARD TITLE

What is this
moodboard about ?

For example, 'The
Backgrounds' or 'The
Characters'

Any other notes go
here.

Delete this and drop images
here

Version No.

Animated Short:

Little Brother



Lighting & Interiors

With influence from George Orwell's 1984, this moodboard shows quirky, otherworldly lighting and expressive interior set design.

Prompts used:

[a stop motion animation scene from Orwell's 1984, designed by Picasso]

Production Plan

Now that you have created your Midjourney brief, contact the team at Myth for next steps on making it into an animation.

Myth can propose a cost and timeline to make your world exploration a reality.

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