AI IMAGE TOOLS COMPARISON

ChatGPT vs Midjourney vs Flux: The Honest Breakdown

QUICK COMPARISON

Feature	ChatGPT	Midjourney	Flux
Best For	Brand work	Artistic work	Photo realism
Control	High	Medium	High
Consistency	Excellent	Variable	Good
Speed	Fast	Fast	Slower
Cost	$20/mo	$10-60/mo	Varies
Learning Curve	Low	Medium	Medium
Prompt Style	Natural language	Keywords	Technical

CHATGPT (GPT-4 Image Generation)

Strengths

- **Conversational prompting:** Natural language works
- **Memory:** Remembers context in conversation
- **Iteration:** Easy to refine ("make it warmer")
- **Consistency:** Follows direction closely
- **Control:** Does what you ask
- **Accessibility:** Easy to learn

Weaknesses

- **Artistic style:** Less "wow" factor
- **Speed limits:** Rate limited on heavy use
- **Abstraction:** Struggles with very abstract concepts

Best Use Cases

✅ Brand identity work ✅ Product photography ✅ Consistent character/model ✅ Client work requiring control ✅ Anyone learning AI images

Pricing

- ChatGPT Plus: $20/month
- Team: $25/user/month
- Enterprise: Custom

MIDJOURNEY

Strengths

- **Artistic quality:** Beautiful, painterly results
- **Happy accidents:** Surprising, creative outputs
- **Stylization:** Unique aesthetic
- **Community:** Large Discord community
- **Style codes:** SREF system for consistency

Weaknesses

- **Control:** Harder to get exactly what you want
- **Consistency:** Variable outputs
- **Interface:** Discord-only (for now)
- **Text in images:** Struggles
- **Iteration:** Each prompt is isolated

Best Use Cases

✅ Artistic exploration ✅ Mood boards ✅ Concept art ✅ Editorial/abstract work ✅ Style experimentation

Pricing

- Basic: $10/month (limited)
- Standard: $30/month
- Pro: $60/month
- Mega: $120/month

FLUX

Strengths

- **Photo realism:** Extremely realistic outputs
- **Anatomy:** Better hands, faces
- **Text rendering:** Handles text in images
- **Flexibility:** Open-source options
- **Technical control:** Detailed parameters

Weaknesses

- **Speed:** Slower generation
- **Access:** Less user-friendly
- **Setup:** Requires more technical knowledge
- **Cost:** Can be expensive at scale

Best Use Cases

✅ Photorealistic portraits ✅ Stock photo replacement ✅ Images requiring text ✅ Technical product shots ✅ When realism is critical

Pricing

- Free tier on some platforms
- Replicate: ~$0.003-0.05/image
- Local: Hardware cost only
- Commercial APIs: Varies

WHEN TO USE EACH

Use ChatGPT When:

- Building a consistent brand
- Client work with specific requirements
- Product photography
- You need to iterate easily
- You want conversational control
- Learning AI image generation

Use Midjourney When:

- Exploring creative directions
- Creating mood boards
- Artistic/abstract concepts
- You want unexpected results
- Style is more important than precision
- Building a visual library

Use Flux When:

- Maximum photorealism needed
- Portraits that must look real
- Images containing text/logos
- Technical precision required
- Stock photo replacement
- Professional photography simulation

MY RECOMMENDED STACK

For Brand Work (90% of work)

Primary: ChatGPT **Why:** Consistency, control, iteration, client-friendly

For Creative Exploration (10%)

Secondary: Midjourney **Why:** Beautiful accidents, style discovery

For Specific Needs

Occasional: Flux **Why:** When realism must be perfect

TOOL-SPECIFIC TIPS

ChatGPT Tips

- Write prompts conversationally
- Iterate in the same thread
- Be specific about lighting and color
- Ask for what you want, not keywords

Midjourney Tips

- Use --sref for style consistency
- Study the parameter list
- Join the Discord community
- Save prompts that work

Flux Tips

- Use technical photography terms
- Specify camera settings
- Be patient with generation time
- Choose the right model version

PROMPT TRANSLATION

Same concept, different tools:

ChatGPT Style

```
Create a product photo of a ceramic coffee mug. Style it like a high-end catalog shot
— clean white background, soft shadows, the kind of lighting that makes it look
expensive. The mug should be matte sage green with a slightly imperfect handmade
quality.
```

Midjourney Style

```
ceramic coffee mug, sage green matte finish, handmade quality, product photography,
white background, soft diffused lighting, catalog style, high-end --ar 4:5 --style raw
--sref [code]
```

Flux Style

```
Professional product photograph of a ceramic coffee mug, sage green matte glaze with
slight handmade imperfections, centered on pure white cyclorama, soft diffused studio
lighting from above left, subtle shadows, shot on 100mm macro lens, f/11, commercial
catalog style, 4:5 aspect ratio
```

COST COMPARISON

100 Images/Month

Tool	Cost	Notes
ChatGPT Plus	$20	Unlimited*
Midjourney Standard	$30	~200 images
Flux (Replicate)	$3-5	Pay per image

*ChatGPT has rate limits but generally sufficient for brand work

500 Images/Month

Tool	Cost	Notes
ChatGPT Plus	$20	May hit limits
Midjourney Pro	$60	Unlimited relaxed
Flux (Replicate)	$15–25	Scales linearly

COMBINING TOOLS

Workflow 1: ChatGPT + Midjourney

1. Explore styles in Midjourney
2. Find aesthetic you like
3. Describe that style to ChatGPT
4. Execute brand work in ChatGPT

Workflow 2: ChatGPT + Flux

1. Develop concepts in ChatGPT
2. Move to Flux for photorealistic finals
3. Best of both worlds

Workflow 3: All Three

1. Midjourney for mood/style exploration
2. ChatGPT for brand consistency and iteration
3. Flux for photorealistic hero shots

BOTTOM LINE

Just starting? Use ChatGPT only. It does 90% of what you need.

Growing? Add Midjourney for creative exploration.

Advanced? Use all three strategically.

This comparison is from LOOPWORKER. For more resources, follow @loopworker.