THE CHATGPT IMAGE GUIDE

Why ChatGPT Beats Midjourney for Brand Work

THE HONEST COMPARISON

Aspect	ChatGPT	Midjourney
Consistency	Excellent - follows direction	Variable - beautiful accidents
Control	High - does what you ask	Medium - interprets loosely
Realism	Very high	High (but stylized)
Speed	Fast	Fast
Best For	Brands, products, consistency	Art, exploration, mood
Learning Curve	Low	Medium

Bottom line: ChatGPT for brand work. Midjourney for art exploration.

CHATGPT IMAGE SETUP

Getting Started

1. Open ChatGPT (Plus or Team subscription required)
2. Start a new conversation
3. Simply describe what you want
4. Iterate and refine

Key Advantage

ChatGPT remembers your conversation. You can say:

- "Make it warmer"
- "Same style, different subject"
- "Keep the lighting, change the background"

Midjourney can't do this. Each prompt is isolated.

CHATGPT PROMPTING BEST PRACTICES

1. Be Conversational

ChatGPT understands natural language better than keyword strings.

Instead of:

> *"professional product photography, studio lighting, 8K, masterpiece, hyper-realistic"*

Try:

> *"I need 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 a matte sage green color."*

2. Iterate in Conversation

First prompt: Generate base concept Second prompt: "Make the lighting softer" Third prompt: "Add a subtle steam rising from the cup" Fourth prompt: "Perfect. Now same style but in terracotta color"

3. Reference Styles Directly

ChatGPT knows photography references:

> *"Shoot this like Annie Leibovitz would - dramatic side lighting, intimate but powerful"*

> *"Give me that Wes Anderson aesthetic - symmetrical, pastel palette, slightly surreal"*

> *"Style like a 1970s Kodachrome vacation photo - slightly faded, warm tones"*

MASTER PROMPTS FOR CHATGPT

Product Photography

```
Create a product photograph of [PRODUCT].

Style: High-end e-commerce catalog shot
Background: [clean white / contextual lifestyle / textured surface]
Lighting: [soft diffused / dramatic side light / natural window]
Mood: [premium / approachable / artisanal]

The image should look like it belongs in [REFERENCE: Apple's website / Aesop's
Instagram / etc.]
```

Brand Campaign Image

```
Create a campaign image for a [BRAND TYPE] brand.

Brand personality: [sophisticated / playful / rugged / minimal]
Visual style: [editorial / documentary / commercial / artistic]
Scene: [describe the setting and what's happening]
Color palette: [specific colors or mood]
Photography reference: [photographer or brand style reference]

This should feel like a real campaign, not AI-generated.
```

Lifestyle/Context Shot

```
Create a lifestyle photograph showing [PRODUCT] in use.

Setting: [where this is happening]
Who: [describe the person/hands/presence]
```

```
Action: [what they're doing with the product]
Time of day: [morning / afternoon / evening]
Mood: [relaxed / energetic / intimate / social]
Style: [candid documentary / polished editorial / raw authentic]

Focus on making this feel genuine and unstaged.
```

MAINTAINING CONSISTENCY

Method 1: Style Anchors

Start each prompt with your established style:

> *"Continuing with our established brand style (warm 35mm film aesthetic, soft window lighting, muted earth tones)..."*

Method 2: Reference Previous Images

> *"Using the same visual approach as the previous image, now create..."*

Method 3: Create a Brand Brief First

Tell ChatGPT your brand guidelines upfront:

> *"I'm creating images for a brand with these characteristics:*
>
> - *Photography style: 35mm film, slight grain*
> - *Color palette: Warm earth tones, muted sage, cream*
> - *Lighting: Always soft, natural, directional*
> - *Mood: Nostalgic, intimate, handcrafted*
>
> *Keep these consistent across all images I request."*

GETTING REALISTIC FACES

The Problem

Default AI faces look plastic and perfect = obviously fake.

The Fix

Add imperfection language:

```
Portrait should have:
– Visible skin texture and natural pores
– Slight asymmetry in features
– Natural expression (not posed smile)
– Real lighting with actual shadows
– Subtle imperfections that make it human

Avoid: Airbrushed, perfect, flawless, smooth, symmetrical
```

GETTING REALISTIC PRODUCTS

The Problem

Products look like 3D renders instead of photographs.

The Fix

Add physical reality cues:

```
Product should show:
— Realistic material response to light
— Subtle surface imperfections
— Environmental reflections
— Proper shadows (soft, grounded)
— Context that grounds it in reality

Avoid: Floating, perfect, isolated, pristine
```

COMMON CHATGPT IMAGE COMMANDS

Command	What It Does
"Make it warmer"	Adjusts color temperature
"Increase contrast"	Adds more shadow/highlight separation
"More grain"	Adds film texture
"Softer lighting"	Reduces harsh shadows
"Same but [variation]"	Maintains style, changes element
"More realistic"	Adds imperfections and physical accuracy
"Less AI-looking"	Reduces obvious AI artifacts
"Zoom in on [area]"	Creates closer crop
"Add [element]"	Incorporates new detail

WORKFLOW FOR BRAND ASSETS

Step 1: Establish the Style (1-2 prompts)

Create your first image. Get the look right.

Step 2: Build the Template

Note what worked. Create your reusable prompt structure.

Step 3: Batch Variations

Same style, different subjects/scenes/products.

Step 4: Curate

Generate 10. Pick 3. Polish 1.

Step 5: Create Consistency Doc

Screenshot your best prompts for future reference.

CHATGPT vs MIDJOURNEY: WHEN TO USE EACH

Use ChatGPT When:

- Building a consistent brand
- Product photography
- Realistic portraits
- Client work requiring control
- Iterating on a specific concept
- You need to follow brand guidelines

Use Midjourney When:

- Exploring artistic directions
- Abstract or stylized work
- Mood/concept exploration
- You want "happy accidents"
- Style experimentation

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