

## Assignment 05: Assignment and practice of AI Image Generator

### Task 1: Comparative Research

Topic: Study of AI Image Generators – DALL·E and MidJourney

#### Introduction

AI-based image creation tools are revolutionizing how visuals are designed and imagined. Among the most popular platforms are DALL·E (developed by OpenAI) and MidJourney. Both are capable of producing creative visuals, but they differ in execution and focus. This write-up compares them on the grounds of image quality, prompt following, style range, user experience, and terms of use.

#### Example Prompt

*A steampunk-inspired city at night, filled with glowing lanterns and flying airships.*

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#### 1. Image Quality

- DALL·E: Produces neat, polished images that often lean towards realistic detail. The results are clean and practical.
- MidJourney: Generates highly artistic and atmospheric outputs, with strong visual drama and painterly effects.

#### Prompt Result:

- *DALL·E*: A clear steampunk skyline with airships and lanterns, rendered in a structured way.
- *MidJourney*: A more fantasy-like city with glowing effects, rich textures, and dramatic mood

## 2. Prompt Accuracy

- DALL·E: Tends to stick closely to the text given, reproducing specific objects and details as described.
- MidJourney: Sometimes drifts into artistic interpretation, giving more imaginative results but less literal accuracy.

## 3. Style Range

- DALL·E: Can adjust to different styles (cartoon, sketch, 3D, realistic) but has a more straightforward visual approach.
- MidJourney: Exceptionally versatile with stylistic experimentation, particularly strong in fantasy, surrealism, and concept art.

## 4. Ease of Use

- DALL·E: Simple interface, accessible directly through platforms like ChatGPT, making it beginner-friendly.
- MidJourney: Operates mainly through Discord, requiring commands. This has a slight learning curve but also allows community interaction and advanced customization.

## 5. Licensing and Rights

- DALL·E: Grants users broad rights to their outputs (commercial and personal), under OpenAI's guidelines.
  - MidJourney: Images are usable by subscribers, but MidJourney retains rights for showcasing unless a higher plan is purchased.
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## Task 2: Visual Design Project

Topic- Create a poster for a fictional event or product

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