

# Generative AI Project Workshop

CREATIVE TEAM

Wednesday, November 13th, 2:00 PM - 4:30 PM

@ Auditorium

**Midjourney** Jong Jeong Lee

KISS  
colors&care®



### Bonnet (Stylized)

"An African-American young woman wearing red silky satin bonnet in sunny bright street."

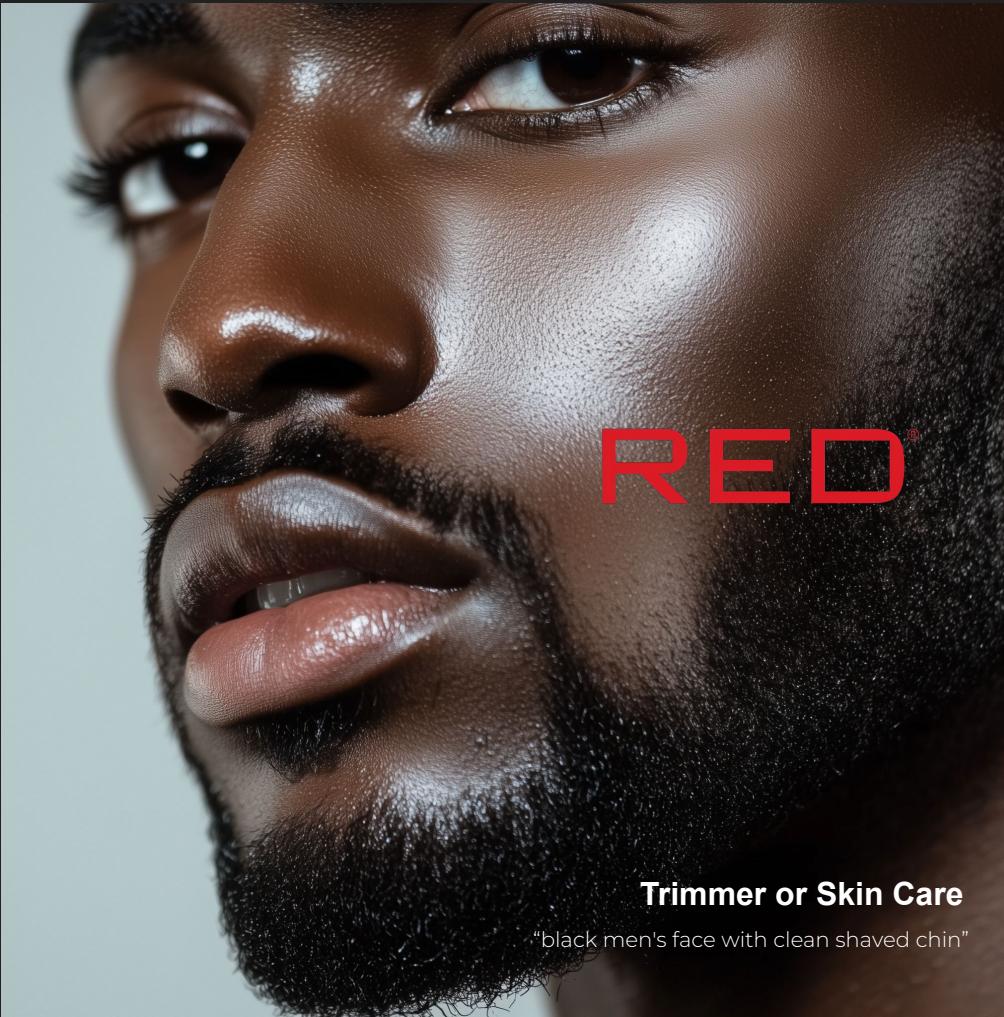


### Hair Product (Comb, Wax and etc.)

"Young black man with a big afro hair using the afro comb on his head. studio shot with light gray background. close up shot on his head."

# Why MidJourney

"MidJourney can generate realistic results without the need for professional photo shoots. It can render lifelike models, realistic backgrounds, and intricate details with just a simple text prompt."



## Trimmer or Skin Care

"black men's face with clean shaved chin"



## Hair Dryer (Stylized)

"A young woman with curly hair, standing in a bright and sunny living room, holding a hairdryer as she dries her hair."

# Why It Matters

"For businesses, designers, and marketers, this means you can generate marketing assets or visual content quickly and at a fraction of the cost. It's a powerful tool for visual storytelling and enhancing your creative projects."

**Demonstration Model Photo**

## imPRESS Design Nail Package

"Commercial photography, a lipstick, on beige background, central big empty space, with flowers, pastel color background, serene floral theme, minimal, dreamy, horizontal composition"



# Get Prompts

**Write prompts from the scratch by yourself, Buying prompts from the market and find prompts from the online or community sites.**

**ChatGPT for Prompts** “One way to generate prompts is by using ChatGPT. You can ask it to suggest creative prompts or help you refine an idea. For example, you can ask ChatGPT for detailed descriptions or even specific keywords to include in your prompt.”

**Get from the Image** “Another option is to use an existing image as a reference. By uploading an image to MidJourney, you can generate new visuals based on the elements and style of that original image. It’s great for maintaining consistency in your designs or exploring new variations.”



Let's try this!

# **Demonstration Product Photography**

## ColorFX by imPRESS

"lipstick product photography, ornate, Cheiron Crush, Frutiger Aero, upper body shot, CGI, Sharp, Sculpture, Bohemian colors, Metalheart, glowing radioactively lighting, Highly detailed"



## Conclusion

"Today, we've covered the why, the how, and the what of MidJourney. From generating high-quality images to customizing your projects and using various types of prompts, you can now see how versatile and powerful this tool can be for all your creative needs."