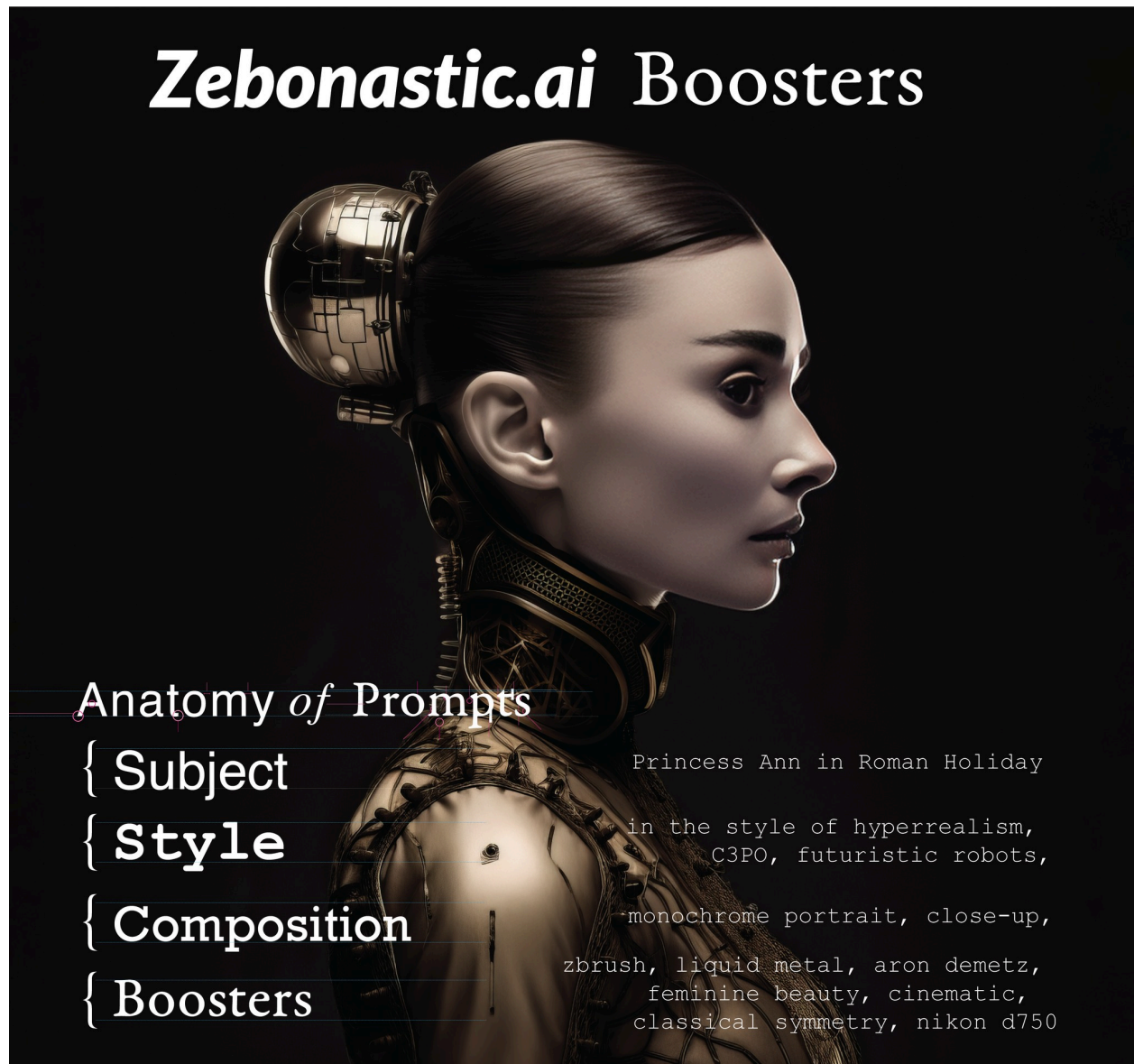


Prompt Templates for Midjourney



Midjourney: Transforming Branding and Marketing Through AI

By Nik Bear Brown Zebonastic.ai Vol. 1 No. 1 - Winter 2025

Midjourney represents a paradigm shift in how we approach visual branding and marketing. As an AI-powered text-to-image platform, it enables brands to generate unique, high-quality visuals simply by describing what they want to create. This capability is revolutionizing how we conceptualize, prototype, and produce visual content for marketing campaigns, brand identities, and social media presence.

Why Midjourney Matters

For branding and marketing professionals, Midjourney offers unprecedented advantages:

1. Rapid Prototyping
 - Test multiple visual concepts quickly
 - Iterate on designs in real-time
 - Explore diverse stylistic approaches
 - Generate mood boards efficiently
2. Cost-Effective Creation
 - Reduce reliance on stock photography
 - Minimize initial design costs
 - Generate custom illustrations on demand
 - Create unique visual assets rapidly
3. Creative Flexibility
 - Adapt styles instantly
 - Maintain brand consistency
 - Generate campaign variations
 - Explore new visual directions

Real-World Applications

Brand Identity Development

- Logo concept exploration
- Visual style guide creation
- Brand character development
- Marketing collateral design

Marketing Campaigns

- Social media content
- Advertisement visuals
- Product photography concepts
- Event marketing materials

Through this article, we'll explore practical techniques for leveraging Midjourney's capabilities to enhance your brand's visual communication. Whether you're a seasoned creative director or a marketing professional new to AI tools, you'll discover how to integrate this powerful platform into your creative workflow.

Understanding the Discord-Midjourney Connection

Unlike traditional design software, Midjourney operates primarily through Discord, a communication platform originally built for gamers. This unique setup might seem unusual at first, but it creates a dynamic, community-driven environment that enhances the creative process.

What is Discord?

Discord is a real-time messaging and community platform that combines:

- Text chat channels
- Voice communication
- File sharing
- Community interaction
- Bot integration (how Midjourney works)

Setting Up Your Workspace

Step-by-Step Guide

1. Create Your Discord Account

Visit: [Discord.com](https://discord.com)

Options:

- Sign up with email
- Use existing Google account
- Use existing Apple ID

2. Join Midjourney's Server

Two Methods:

a) Through Midjourney website:

- Visit [Midjourney.com](https://midjourney.com)
- Click "Join the Beta"
- Follow Discord authorization prompts

b) Through invite link:

- Use provided Midjourney invite
- Accept server invitation

3. Navigate Midjourney Channels
 - #getting-started: Initial instructions
 - #newbies: Beginner-friendly space
 - #general: Community discussion
 - #show-and-tell: Share your work

Pro Tips for Discord Usage

Essential Commands:

- /imagine: Create new images
- /info: Check subscription status
- /help: Access command list
- /fast: Toggle fast mode

Understanding Discord's Benefits

1. Community Learning
 - See others' prompts and results
 - Learn from experienced users
 - Get real-time feedback
 - Share techniques
2. Version Control
 - All images saved in chat
 - Easy reference to past work
 - Prompt history maintained
 - Progress tracking
3. Collaboration Opportunities
 - Share projects instantly
 - Get community feedback
 - Join creative challenges
 - Network with creators

The /imagine Command: Your Gateway to AI Image Creation

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Understanding /imagine

The /imagine command is your primary tool for creating images in Midjourney. Think of it as having a conversation with an AI artist – the clearer and more specific your instructions, the better the results.

Basic Syntax

/imagine prompt: [your description]

Example:

/imagine prompt: a modern logo for a coffee shop, minimalist style, clean lines

Anatomy of a Good Prompt

Core Elements

1. Subject
 - What you want to create
 - Main focus of the image
 - Key characteristics
2. Style
 - Artistic approach
 - Medium (photography, illustration, etc.)
 - Reference artists or genres
3. Technical Details
 - Composition
 - Lighting
 - Color preferences
 - Camera angle (if applicable)

Parameter Flags

Common Parameters:

--ar [ratio] (Aspect ratio: 1:1, 16:9, etc.)

--q [1-5] (Quality level)

--s [0-1000] (Stylization amount)

--c [0-100] (Chaos/variation)

Example:

/imagine prompt: professional headshot, business attire, natural lighting --ar 4:5 --q 2

Practical Examples

For Branding

Logo Design:

/imagine prompt: minimalist tech startup logo, abstract geometric shapes, blue and white palette, vector style --ar 1:1

Product Photography:

/imagine prompt: luxury watch on marble surface, dramatic lighting, product photography style, shallow depth of field --ar 4:5 --q 2

For Marketing

Social Media:

/imagine prompt: lifestyle photo of healthy breakfast bowl, morning sunlight, instagram style photography --ar 1:1

Advertisement:

/imagine prompt: eco-friendly packaging, natural materials, soft earthy colors, commercial photography --ar 16:9

Pro Tips

1. Start Simple
 - Begin with basic descriptions
 - Add details gradually
 - Test different variations
2. Use Clear Language
 - Be specific but concise
 - Avoid ambiguous terms
 - Use industry-standard terminology
3. Iterate and Refine
 - Save successful prompts
 - Build a prompt library
 - Learn from community examples

The /describe Command: Reverse-Engineering Image Prompts

The /describe command is a powerful learning tool that helps you understand how Midjourney "sees" images. By uploading an image and using this command, you'll receive potential prompts that could create similar images.

Basic Usage

1. Upload an image to Discord
2. Use /describe command with the image
3. Receive 4 different prompt variations
4. Use these prompts with /imagine to create similar images

Learning from /describe

Understanding Components

1. Visual Elements
 - Art style identification
 - Medium recognition
 - Composition analysis
 - Technical aspects
2. Descriptive Language
 - Key terminology
 - Style references
 - Technical parameters
 - Artistic influences

Practical Applications

For Brand Analysis

Use /describe to:

- Analyze competitor visuals
- Understand successful styles
- Decode effective compositions
- Learn industry-specific terminology

For Style Matching

Steps:

1. Upload reference image
2. Get prompt descriptions

3. Modify prompts for your needs
4. Create matching visuals

Pro Tips

1. Learning Tool
 - Study successful images
 - Understand prompt structure
 - Build vocabulary
 - Improve your prompts
2. Style Guide Development
 - Document effective prompts
 - Create style libraries
 - Maintain brand consistency
 - Build prompt templates

Common Applications

- Reference matching
- Style analysis
- Brand consistency
- Technique learning

The /shorten Command: Streamlining Your Prompts

The /shorten command helps simplify long, complex prompts while maintaining their essential elements. This tool is invaluable for understanding which aspects of your prompts are most impactful.

How It Works

1. Start with a detailed prompt
2. Use /shorten command
3. Receive multiple shortened versions
4. Compare effectiveness

Practical Application

Example Process:

Original Prompt:

"a professional corporate office interior with modern furniture, natural lighting through large windows, minimalist design aesthetic, warm color palette, wide angle view, architectural photography style"

Shortened Versions:

1. "modern corporate office, natural light, minimalist design, architectural photo"
2. "minimalist office interior, warm tones, wide angle"
3. "professional office space, modern aesthetic"

Benefits of Shortened Prompts

1. Efficiency
 - Faster generation
 - Clearer focus
 - Easier iteration
 - Better workflow
2. Learning
 - Identify key elements
 - Understand priorities
 - Refine technique
 - Improve prompt writing

Best Practices

When to Use /shorten

Perfect for:

- Testing core concepts
- Quick iterations
- Learning what works
- Streamlining workflow

When to Keep Detail

Maintain longer prompts for:

- Complex scenes
- Specific brand requirements
- Detailed technical needs
- Precise style matching

Pro Tips

1. Compare Results
 - Test both versions
 - Note differences
 - Document effectiveness
 - Build knowledge base
2. Iterative Approach
 - Start simple
 - Add complexity
 - Test variations
 - Optimize results

The Art of Prompt Efficiency: Why Less Can Be More

When crafting prompts for Midjourney, it's crucial to understand that more words don't necessarily mean better results. Like a crowded room where too many voices make it hard to hear the important ones, overly complex prompts can cause the AI to focus inconsistently on different elements.

The Problem with Verbose Prompts

Example of an Overcrowded Prompt:

"a sleek modern minimalist tech startup office space with natural bamboo furniture and floor-to-ceiling windows, bathed in warm morning sunlight, with employees working collaboratively, featuring clean lines and a Scandinavian design aesthetic, with indoor plants and geometric art pieces on the walls"

Issues:

- Competing focal points
- Inconsistent interpretation
- Unpredictable emphasis
- Variable results

Building Stable Prompts

The Essential Elements Approach

Refined Version:

"minimalist tech office, natural light, Scandinavian design"

Benefits:

- Clear primary focus
- Consistent interpretation
- Reliable results

- Faster generation

Example Transformations

1. Product Photography

Verbose:

"luxury leather wallet photographed on a marble surface with professional studio lighting, showing fine stitching details and premium craftsmanship, with subtle shadows and reflections, brand logo visible, commercial photography style"

Stable:

"luxury leather wallet, marble surface, studio lighting, commercial photography"

2. Brand Identity

Verbose:

"modern corporate logo design with abstract geometric shapes flowing dynamically, incorporating shades of deep blue and silver, suggesting technology and innovation, with clean lines and professional appearance"

Stable:

"modern tech logo, geometric, blue and silver, minimal"

Pro Tips

1. Essential Terms Only

- Keep core descriptors
- Remove redundant words
- Maintain key style indicators
- Include critical technical specs

2. Test for Stability

- Run multiple generations
- Compare consistency
- Document variations
- Refine as needed

Understanding Midjourney Parameters: Aspect Ratio and Beyond

The --ar (Aspect Ratio) Parameter

Aspect ratio determines the proportional relationship between an image's width and height. In Midjourney, this is controlled using the --ar parameter.

Common Aspect Ratios

--ar 1:1 Square (Social media posts)
--ar 16:9 Widescreen (Presentations, banners)
--ar 4:5 Portrait (Instagram, mobile)
--ar 2:3 Traditional portrait
--ar 3:2 Landscape photography

Practical Applications

1. Social Media

Instagram Post:

/imagine prompt: brand lifestyle photo --ar 1:1

Instagram Story:

/imagine prompt: product showcase --ar 9:16

Facebook Cover:

/imagine prompt: brand banner --ar 16:9

2. Marketing Materials

Business Card:

/imagine prompt: minimal logo design --ar 16:9

Billboard:

/imagine prompt: outdoor advertising --ar 4:1

Product Packaging:

/imagine prompt: cosmetic box design --ar 3:4

Other Essential Parameters

Quality (--q)

--q 1 Standard quality, faster
--q 2 Better quality, slower
--q 5 Maximum quality, slowest

Stylization (--s)

--s 0 Photo-realistic
--s 100 Balanced
--s 1000 Highly stylized

Chaos (--c)

--c 0 Stable, predictable
--c 50 Balanced variation
--c 100 Maximum variation

Pro Tips

1. Parameter Combinations

Professional Headshot:

/imagine prompt: corporate portrait, studio lighting --ar 4:5 --q 2 --s 50

Social Media Content:

/imagine prompt: lifestyle product photo --ar 1:1 --q 2 --s 100

2. Platform-Specific Optimization

LinkedIn:

Header: --ar 16:9

Profile: --ar 1:1

Instagram:

Feed: --ar 1:1

Story: --ar 9:16

Essential Midjourney Parameters: Beyond Aspect Ratio

Quality Parameters (--q)

Understanding Quality Settings

--q .25 Quick draft versions
--q .5 Balanced speed/quality
--q 1 Maximum quality (default)

Usage:

/imagine prompt: product photo on white background --q 2 --ar 1:1

Style Parameter (--s)

Controls how strongly Midjourney's aesthetic style is applied:

--s 0 Minimal stylization
--s 100 Default balance
--s 1000 Maximum stylization

Example:

/imagine prompt: corporate headshot --s 50 --ar 4:5

Chaos Parameter (--c)

Affects variation in outputs:

--c 0 Consistent, predictable results

--c 50 Balanced variation

--c 100 Maximum unpredictability

Use Case:

/imagine prompt: abstract logo design --c 75

Version Control

Model Selection

--v 5.2 Current stable version

--v 6 Latest version

--niji Anime-focused model

Example:

/imagine prompt: product packaging --v 5.2

Special Parameters

Tile Mode

--tile Creates seamless patterns

Perfect for:

- Background patterns
- Textile designs
- Wallpapers

Stop Parameter

--stop <10-100>

Controls generation completion:

- Higher: More detailed
- Lower: More abstract

Practical Combinations

1. Product Photography

High Quality Product Shot:

/imagine prompt: luxury watch product photo --q 1 --s 50 --ar 4:5

Quick Concept:

/imagine prompt: product mockup --q .5 --s 100 --ar 1:1

2. Brand Assets

Logo Development:

/imagine prompt: minimal tech logo --s 0 --c 0 --ar 1:1

Pattern Design:

/imagine prompt: brand pattern --tile --s 100

Understanding Technical Jargon in AI Prompts

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The Power of Technical Terminology

Technical jargon serves as a form of information compression in prompts. When you use technical terms, you're leveraging the AI's comprehensive understanding of industry-specific concepts to communicate more efficiently.

Example: Photography Terms

Verbose Prompt:

"a portrait where the background is softly blurred in a pleasing way while keeping the subject sharp and clear"

Jargon-Based Prompt:

"portrait, shallow DOF, bokeh effect, f/1.8"

Information Density in Practice

Photography

Dense Terms:

- Bokeh
- Golden hour
- Rembrandt lighting
- Rule of thirds
- chromatic aberration

Example Prompt:

"corporate headshot, Rembrandt lighting, 85mm, bokeh"

Artistic Styles

Dense Terms:

- Chiaroscuro
- Impasto
- Sfumato
- Trompe l'oeil
- Cross-hatching

Example Prompt:

"still life, chiaroscuro, impasto technique"

Benefits of Technical Language

1. Precision
 - Exact technical meaning
 - Industry-standard terms
 - Specific effects
 - Professional results
2. Efficiency
 - Shorter prompts
 - Faster generation
 - Clearer intent
 - Better results

Pro Tips

Building Technical Vocabulary

1. Study industry terms
2. Learn technical concepts
3. Understand techniques
4. Practice implementation

Combining Technical Terms

Example Prompts:

Portrait: "clamshell lighting, OCF, medium format, Kodak Portra"

Architecture: "golden ratio, leading lines, wide angle, HDR"

Basic Template Structure

Midjourney prompts have several core components that act as building blocks for generating specific outputs. Understanding and mastering these elements is key to building effective templates.

Core Components:

1. Subject
 - Main Focus: The core object, character, or element in the image.
 - Key Attributes: Details like color, age, or defining features.
 - Actions/Poses: The behavior or posture of the subject.
 2. Environment
 - Setting: The context or location where the subject exists.
 - Lighting Conditions: Natural light, studio setup, dramatic contrasts, etc.
 - Atmosphere: The mood or emotional tone of the scene.
 3. Style
 - Artistic Medium: Photorealism, oil painting, digital art, etc.
 - Technical Approach: Level of abstraction, realism, or surrealism.
 - Reference Artists: Specific styles (e.g., Van Gogh, Moebius).
 4. Technical Parameters
 - Aspect Ratio: Frame dimensions (e.g., --ar 16:9 for widescreen).
 - Image Quality: Defines rendering detail (--q 1 to --q 5).
 - Style Weights: Degree of influence (--s 0-1000).
-

Practical Templates

Below are detailed templates for common use cases, along with examples inspired by fictional characters from literature, mythology, and fairy tales.

Template 1: Character Portraits

/imagine "a [character] in [pose/action], [artistic style], [lighting], [mood], [camera angle]" --ar 2:3 --q 2

Example:

- "a contemplative King Arthur holding Excalibur, medieval illuminated manuscript style, soft golden light, regal and stoic mood, low angle shot" --ar 2:3 --q 2
-

Template 2: Environmental Scenes

/imagine "[environment description], [time of day], [weather], [artistic style], [composition notes]" --ar 16:9

Example:

- "the Enchanted Forest from Snow White, dawn breaking, misty and glowing, classical storybook illustration style, wide panoramic view" --ar 16:9
-

Template 3: Product Visualization

/imagine "[product] in [setting], [lighting setup], [style], [detail level], [perspective]" --ar 4:5 --q 2

Example:

- "Cinderella's glass slipper displayed on a royal cushion, spotlight in a lavish ballroom, hyperrealistic product photography style, intricate crystal reflections, close-up shot" --ar 4:5 --q 2
-

Prompt Templates: Building Blocks for AI Image Creation

Think of prompt templates as recipes – consistent formulas that help you achieve reliable results. Each template combines core elements in a specific way to generate the desired output.

Core Components Breakdown

1. Subject Component

Structure:

[Main Subject], [Attributes], [Action]

Example:

"sleek smartphone, metallic finish, floating"

"artisan coffee cup, ceramic, steaming"

2. Environment Component

Structure:

[Setting], [Lighting], [Atmosphere]

Example:

"minimalist studio, soft backlight, professional"

"urban cafe, morning sunlight, warm ambiance"

3. Style Component

Structure:

[Medium], [Technique], [Artist/Style Reference]

Example:

"product photography, commercial style, like Apple ads"

"digital art, geometric style, like Bauhaus"

Professional Templates

Brand Identity Template

/imagine prompt: "[product/brand name] [style] [medium], [key brand attributes], [mood], [composition]"

--ar 1:1 --s 50

Example:

"EcoTech logo minimalist design, sustainable geometric forms, professional confident mood, centered composition" --ar 1:1 --s 50

Marketing Content Template

/imagine prompt: "[product] in [scene], [lighting], [style], [target audience appeal]" --ar 4:5 --q 2

Example:

"organic juice bottle in sunny kitchen, morning light, lifestyle photography, millennial aesthetic" --ar 4:5 --q 2

Social Media Template

/imagine prompt: "[subject] with [brand elements], [platform-specific style], [engagement focus]" --ar 1:1

Example:

"coffee cup with laptop and plants, instagram lifestyle, work-from-home vibes" --ar 1:1

Template Customization

Parameter Integration

Basic Template + Parameters:
[Core Elements] + [Technical Specifications]

Example:

"product flatlay professional photography" --ar 1:1 --s 50 --q 2

Style Variation

Same Subject, Different Styles:

1. Minimal: "[subject], minimalist style, clean background"
2. Luxury: "[subject], premium setting, dramatic lighting"
3. Casual: "[subject], lifestyle scene, natural light"

Pro Tips

1. Template Organization
 - Create template libraries
 - Document successful combinations
 - Note parameter preferences
 - Track effective styles
2. Testing Strategy
 - Start with basic template
 - Add elements gradually
 - Document changes
 - Compare results

Hands-On Exercises

Exercise 1: Style Exploration

1. Choose a subject from mythology or fairy tales (e.g., "a golden apple from Greek mythology").
 2. Create variations using different styles:
 - Photorealistic: "a golden apple with glowing aura, photorealistic style, soft shadows" --ar 4:5
 - Illustrated: "a golden apple with engraved patterns, whimsical storybook illustration style" --ar 4:5
 - Abstract: "a golden apple represented by shimmering geometric shapes, cubist art style" --ar 4:5
 3. Analyze the differences in mood, tone, and detail.
-

Exercise 2: Mood Development

Use the same subject and environment but experiment with different emotional tones.

Template:

"[subject] in [environment], [lighting], [mood]"

Examples:

1. Peaceful: "Sleeping Beauty resting in her enchanted castle, morning sunlight, tranquil mood, soft pastel colors"
 2. Dramatic: "Hercules battling the Nemean Lion in a rocky gorge, stormy skies, intense mood, high-contrast lighting"
 3. Mysterious: "a shadowy figure of the Pied Piper leading children through a misty forest, eerie atmosphere, muted tones"
-

Exercise 3: Technical Parameter Testing

Experiment with different parameters to understand their impact.

1. Quality Testing:
 - "--q 1": Faster generation with basic details.
 - "--q 2": Higher detail for intricate images.
 2. Style Weights:
 - "--s 50": Subtle stylistic influence.
 - "--s 750": Strong adherence to a specific style.
 3. Chaos Testing:
 - "--c 0": Consistent, predictable outputs.
 - "--c 100": Highly varied and experimental results.
 4. Aspect Ratios:
 - "--ar 16:9": Widescreen cinematic look.
 - "--ar 1:1": Balanced square compositions.
-

Advanced Tips

Combining Multiple Influences

Blend multiple artistic styles for unique results.

/imagine "[subject] in the style of [artist1] meets [artist2], [medium] with [influences]"

Example:

- "a depiction of Icarus soaring towards the sun in the style of Michelangelo meets Hayao Miyazaki, oil painting with anime influences"
-

Emphasizing Specific Elements

Use weight modifiers (: :) for emphasis.

/imagine "Medusa ::2, with her snake hair ::1, in the style of Art Nouveau" --ar 2:3

Recommended AI Tools

1. Primary Tools:
 - Midjourney: Core platform for AI art.
 - Discord: Interface for running prompts.
 - Zebonastic: Inspiration for prompt writing.
 2. Support Tools:
 - Canva: Post-processing and graphic design.
 - Pinterest: Collect visual references.
 - Adobe Color: Plan color palettes.
 3. Automation:
 - Zapier: Automate prompt submissions.
 - Airtable: Manage template libraries.
 - GitHub: Track revisions.
-

Project: Building Your Template Library

Week 1: Experimentation

- Create at least three templates (character, environment, product) inspired by literary or mythological figures.
- Test variations and document results.

Week 2: Refinement

- Identify successful patterns.
- Add advanced techniques (e.g., combining influences, weight modifiers).

Week 3: Workflow Optimization

- Automate prompt organization.
 - Develop a personal style guide.
 - Share templates with peers for feedback.
-

Success Metrics

Evaluate your progress with the following criteria:

- Consistency: Generate repeatable results.
 - Efficiency: Reduce iteration time.
 - Creativity: Expand your artistic range.
 - Quality: Improve technical detail.
 - Flexibility: Adapt prompts to different scenarios.
-

Conclusion

Prompt templates are the foundation for mastering AI-assisted art in Midjourney. By experimenting with structured approaches and drawing inspiration from literature, mythology, and fairy tales, you can unlock your creativity, streamline your workflow, and achieve professional-quality results. Let these exercises and examples inspire your next creative project!