

# Curso de IA Generativa Aplicada a Negocio

M3 - Clase 13: Herramientas: Midjourney - 17/oct/24 - Prof: Fran Bartolomé



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# Módulo 3

## Generación y edición de imagen

1. Introducción a la generación de imágenes.
2. Modelos Generativos.
3. Técnicas de entrenamiento.
4. Implicaciones en el Arte.
5. Herramientas:
  - o Dall·E 3.
  - o Stable Diffusion.
  - o Midjourney.
  - o Adobe Firefly.
  - o Ideogram.
  - o Leonardo.
  - o Flux.
  - o Krea.
6. Proyecto práctico.



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# Herramientas: Midjourney



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# Acceso a Midjourney

The image shows the Midjourney website's login interface. A large, semi-transparent watermark of a dense, abstract text pattern covers the left side of the page. The main content area features a white rectangular box containing a "Log in or Sign up" header. Below this are two buttons: "Continue with Discord" (with a blue icon) and "Continue with Google" (with a yellow and green icon). At the bottom right of the white box are two buttons: "Sign Up" (with a person icon) and "Log In" (with a key icon). A red rectangular box highlights the "Log In" button.

Log in or Sign up

Continue with Discord

Continue with Google

Sign Up

Log In



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# Midjourney

The screenshot shows the Midjourney AI platform interface. On the left, there's a sidebar with navigation links: Explore, Create, Organize, Personalize, Chat (with sub-options: General Chaos, Prompt Craft, Daily Theme, Newbies), Tasks, Subscribe, Help, Updates, Light Mode, and My Account. The main area displays a grid of diverse AI-generated images. A central modal window is open, displaying a "Welcome to Midjourney" message: "Thank you for subscribing to Midjourney! We hope you have a fantastic time. Before you can start creating, you will need to accept the Terms of Service". Below this, two green success messages are shown: "Payment Successful" and "Subscription Activated", each with a checkmark icon. At the bottom of the modal is a large green button labeled "Accept Terms of Service".



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# Midjourney

Puedes revisar imágenes ya creadas y empezar a crear usando la propia imagen, su estilo o el prompt

tonirai 1d

a detailed and enchanting design featuring a yin-yang-inspired illustration of a black cat and a white cat sitting together in a floral garden. The background is a celestial night and day scene, with the black cat surrounded by a starry night sky and beautiful moon. Adorned with vibrant, intricate flowers blending beautifully into the celestial theme. The overall style is whimsical and artistic, with a boho-chic and mystical aesthetic

ar 16:9 v 6.1 stylize 200

Use Image Style Prompt



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# Midjourney

The screenshot shows the Midjourney AI interface. At the top, there's a search bar with the text "tonirai 1d" and three icons: a menu, a magnifying glass, and a heart. A red arrow points from the top right towards these icons. Below the search bar is a detailed description of the image: "Painting design inspired cat and a white cat in a floral garden. celestial night and black cat". To the left of the description is a thumbnail of the generated image, which depicts a black cat sitting in a lush, colorful garden under a starry sky. A white callout bubble with a black border contains the text: "También puedes obtener más información de la imagen creada". On the right side of the interface, there's a vertical list of options: Copy, Report, Job ID, Image, and Image URL, each with a corresponding icon. Below this list is a "ze 200" button. At the bottom of the interface are four buttons: Use, Image, Style, and Prompt.

tonirai 1d

También puedes obtener más información de la imagen creada

a detailed painting design inspired by a black cat and a white cat in a floral garden. celestial night and black cat

Copy Report Job ID Image Image URL

ze 200

Use Image Style Prompt



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# Midjourney

The screenshot shows a user interface for generating images. At the top, there's a search bar with the placeholder "What will you imagine?", a menu icon, a red-highlighted search icon, a heart icon, and a link to "https://cdn.midjourney.cc". Below the search bar is a navigation bar with "Random", "Hot", "Top Day", and "Likes" buttons. The main area displays a grid of nine illustrations featuring cats in various settings: a black cat against a starry background, a white cat with yellow flowers, a white cat sitting on a crescent moon, and two cats hugging. A callout bubble with the text "Buscar imágenes semejantes" points to the search icon. A red arrow points from the search icon in the header to the search bar.

Buscar imágenes semejantes



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# Midjourney

O interactuar con un "me gusta".  
(Como mínimo facilitas datos estadísticos a Midjourney para entender qué imágenes son mejor valoradas... Data Science a largo plazo)

tonirai 1d



a detailed and enchanting design featuring a yin-yang-inspired illustration of a black cat and a white cat sitting together in a floral garden. The background is a celestial night and day scene, with the black cat surrounded by a starry night sky and beautiful moon. Adorned with vibrant, intricate flowers blending beautifully into the celestial theme. The overall style is whimsical and artistic, with a boho-chic and mystical aesthetic

ar 16:9

v 6.1

stylize 200

Use

Image

Style

Prompt



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# Midjourney

What will you imagine?



Puedes usar la imagen como base para crear otra nueva



tonirai 1d

a detailed and enchanting design featuring a yin-yang-inspired illustration of a black cat and a white cat sitting together in a floral garden. The background is a celestial night and day scene, with the black cat surrounded by a starry night sky and beautiful moon. Adorned with vibrant, intricate flowers blending beautifully into the celestial theme. The overall style is whimsical and artistic, with a boho-chic and mystical aesthetic

ar 16:9 v 6.1 stylize 200

Use Image Style Prompt

Search



Use Image Style Prompt



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# Midjourney

What will you imagine?

O su estilo  
(asegúrate que sale  
el clip activado)

Search

tonirai 1d

a detailed and enchanting design featuring a yin-yang-inspired illustration of a black cat and a white cat sitting together in a floral garden. The background is a celestial night and day scene, with the black cat surrounded by a starry night sky and beautiful moon. Adorned with vibrant, intricate flowers blending beautifully into the celestial theme. The overall style is whimsical and artistic, with a boho-chic and mystical aesthetic.

ar 16:9 v 6.1 stylize 200

Use Image Style Prompt

Style button highlighted with a red box.



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# Midjourney

a detailed and enchanting design featuring a yin-yang-inspired illustration of a black cat and a white cat sitting together in a floral garden. The background is a celestial night and day scene, with the black cat surrounded by a starry night sky and beautiful moon, Adorned with vibrant, intricate flowers blending beautifully into the celestial theme. The overall style is whimsical and artistic, with a boho-chic and mystical aesthetic --ar 16:9 --stylize 200 --v 6.1

O el prompt



Search

tonirai 1d

a detailed and enchanting design featuring a yin-yang-inspired illustration of a black cat and a white cat sitting together in a floral garden. The background is a celestial night and day scene, with the black cat surrounded by a starry night sky and beautiful moon, Adorned with vibrant, intricate flowers blending beautifully into the celestial theme. The overall style is whimsical and artistic, with a boho-chic and mystical aesthetic

ar 16:9 v 6.1 stylize 200

Use

Image

Style

Prompt



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# Midjourney

The screenshot shows the Midjourney web interface. On the left, there's a sidebar with buttons for 'Explore' (which is highlighted with a red border), 'Create', and 'Organize'. Below the sidebar are links for 'Help', 'Updates', 'Light Mode', and 'My Account ...'. The main area features a grid of 15 generated images. From top-left to bottom-right, the images include: a pink frog with black spots; a close-up of a woman's face; a close-up of a wolf's nose; a cyclist on a road; a cartoon boy playing a guitar; a Santa Claus painting; a woman in a purple jacket; a man reading a book; a woman with a cracked face; a piece of fish; a futuristic car; and a group of men in hats.

What will you imagine?

martinmontingelli

Like Image

Explore

Create

Organize

Help

Updates

Light Mode

My Account ...

Search

Todo lo anterior también se puede hacer directamente desde el explorador general



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# Midjourney

Midjourney

Ciudad futurista en la naturaleza

Explore

Create

Organize

Personalize

Chat

General Chaos

Prompt Craft

Daily Theme

Newbies

Today

Ciudad futurista en la naturaleza  
v 6.1

A partir de tu  
propio prompt te  
ofrece 4 opciones



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# Midjourney

MJ

Ciudad futurista en la naturaleza



Puedes intervenir  
sobre cada imagen  
con diversas  
opciones



Imagine

2m

Ciudad futurista en la naturaleza

v 6.1

Creation Actions

More options

Vary

Subtle

Strong

Upscale

Subtle

Creative

More

Rerun

Editor

Use

Image

Style

Prompt



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# Midjourney

**Subtle:** Cambios menores

**Strong:** Cambios más amplios

**Rerun:** Rehace la imagen

**Editor:** Editas partes específicas de la imagen sin cambiar el prompt

**Upscale:** Amplía la escala

**Use in prompt:** lo ya visto antes (usar **imagen**, **estilo** o **prompt**)



Vary

Click for more

Make images similar to this one, with slight changes.

Subtle

Makes minor changes to the image

Strong

Makes broader changes to the image

... More options

Rerun

Run the same prompt again

Editor

Edit specific parts of the image, with or without a prompt change



Upscale

Click for more

Create a larger version of the image, ideal for sharing, saving, or printing.



Use in prompt

Iterate, reference or riff off this creation by adding parts of it to your next prompt.

Image

Add to input as an image prompt

Style

Add to input as a style reference

Prompt

Copy the prompt into the input bar



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# Midjourney

The screenshot shows the MidJourney AI interface. A red box highlights the left sidebar containing settings for Image Size (Portrait, Square, Landscape), Model (Mode: Standard, Version: 6.1), Personalize (On/Off), and Speed (Fast, Turbo). Above these are sliders for Aesthetics (Stylization, Weirdness, Variety) and More Options. The main workspace displays a generated image of a futuristic city in a lush, green landscape. To the right, a search bar and a list of recent images are shown, along with a large callout bubble in Spanish.

Puedes revisar e intervenir en algunos de los filtros que se utilizan al generar la imagen



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# Midjourney

Midjourney

What will you imagine?

Explore

Create

Organize (highlighted)

Personalize

Chat

- General Chaos
- Prompt Craft
- Daily Theme
- Newbies

Tasks

Today

Puedes revisar y organizar todas tus creaciones, aprovechando diversos filtros

You've reached the end

Folders

Filters

Rating

- Liked
- Unrated
- Hidden

Type

- Grids
- Upscales

Image Size

- Square
- Landscape
- Portrait

Version

- 6
- 5

Other

- Tiled
- Raw

View Options



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# Midjourney

**Midjourney**

- Explore
- Create 1
- Organize
- Personalize
- Chat

The prompt 'A Person' with different users' personalizations

Teach Midjourney about what you find beautiful.

Inside every prompt are 'unspoken' details, do you like cute animals or fearless fantasy creatures? Old and rugged or sleek and modern? Pastel or black and white? How about dramatic lighting, cats in unexpected places!

When you personalize our models, our system "gets to know you". It fills in the details. We think it improves your creative process. You may even find it to be a new form of self-discovery.

We're excited for you to try it out!

[Start Teaching ↗](#) [PERSONALIZATION](#)

Click Start Teaching to begin ranking images and unlocking personalization, which is available at Level One Personalization.

Unlock Personalization Levels

**Level One Personalization**  
Unlocked at 200 Pair Rankings

**Personalization Unlocked**

You've unlocked Personalization!

**PERSONALIZATION ON**

Your images will now follow your unique sense of aesthetics. We think this can dramatically improve your creative process. You may even find it to be a new form of self-discovery.

**1 free Fast Hour earned**

To turn personalization off, switch it off above, in the personalization page or in the Imagine Bar settings panel.

[Continue Teaching](#) [Try it out](#)

Puedes personalizar tus criterios de creación, para no tener que repetirlos al crear imágenes. Tienes que "enseñar" sobre tus gustos valorando 200 imágenes



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# Prompts para generación de imágenes

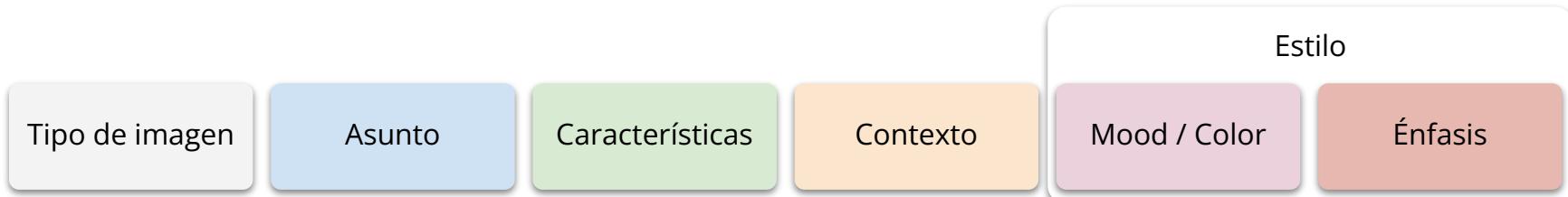


Ilustración realista, un paisaje montañoso con un lago cristalino en el centro, montañas nevadas al fondo, árboles de colores otoñales en las orillas del lago y reflejos perfectos en el agua. Al atardecer, con el sol poniéndose detrás de las montañas, iluminando el cielo con tonos cálidos. Colores cálidos, tranquilos, tonos naranjas, dorados y suaves toques de azul en el agua. Reflejos en el agua y la luz del atardecer en el cielo y las montañas





# Ideas de posibles estilos más comunes

## Estilos

- isometric anime
- analytic drawing
- infographic drawing
- coloring book
- diagrammatic drawing
- diagrammatic portrait
- double exposure
- 2D illustration
- isometric illustration
- pixel art
- futuristic style
- ornamental watercolour
- dark fantasy
- polaroid photo
- tattoo art

## Diseños

- Standard
- Japenese anime
- Pixar movie
- Cyber Punk
- Waterhouse
- Bloodborne
- Grunge

## Iluminación

- Atmospheric
- Dramatic lighting
- Anthropomorphic
- 8k
- Very detailed
- Cinematic lighting
- Unreal engine
- Octane render
- Photorealistic
- Hyperrealistic
- Sharp focus
- Rim lighting
- Soft lighting
- Volumetric
- Surreal
- Realistic CGI
- Fantastic backlight

## Tipo de foto

- Landscape
- Portrait
- Street
- Documentary
- Lifestyle





# Discord y Midjourney

Hasta el lanzamiento de la web de Midjourney se solía usar Discord para acceder. Y se tenían que usar comandos para crear imágenes...

## Command List

You can interact with the Midjourney Bot on Discord by typing a Command. Commands are used to create images, change default settings, monitor user info, and perform other helpful tasks.

Midjourney Commands can be used in any Bot Channel, on private Discord servers where the Midjourney Bot has been permitted to operate, or in a direct message with the Midjourney Bot.

### Commands

#### /ask

Get an answer to a question.

#### /blend

Easily blend two images together.

#### /daily\_theme

Toggle notification pings for the #daily-theme channel update

#### /describe

Writes four example prompts based on an image you upload.





# IMI Prompt



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# IMI PROMPT

**IMI PROMPT**

**MIDJOURNEY  
PROMPT BUILDER**

1K+ 130K+ 14K+

Filters Downloads Discord Members

#2 PRODUCT OF THE WEEK  
**Artificial Intelligence**

¿Tienes una idea en mente pero no tienes tiempo para investigar rápidamente? ¡IMI Prompt Builder hace el trabajo duro por ti! Con unos pocos clics, puedes hacer algo creativo.

Web iOS





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# IMI PROMPT

The screenshot shows the Midjourney Prompt Builder v5.2 interface. On the left, there's a 'Preview' section with a green box highlighting the input field containing the prompt: '/imagine prompt: neo futuristic interior design::0.6, real estate photography::0.4 --chaos 60 --s 100'. Below it is an 'Adjust' section with two dropdowns: 'neo futuristic interior design ::0.6' and 'real estate photography ::0.4'. A tip at the bottom says 'Tip: Drag and drop to rearrange the prompts above.' On the right, the main workspace has a red box around the 'New Text' area which contains 'Coche de carreras circulando por una ciudad' and an 'Add Text' button. Below it is a 'Negative Text (-no)' field with 'plants'. There's also an 'Upload Image' section with an upload icon. A red box highlights the 'Parameters' section at the bottom, which includes fields for Aspect Ratio (set to '--s 100'), Upbeta (set to '--s 100'), Seed, Image Weight, Anime Style, Quality, Uplight, and Stop Earlier At. At the bottom, a red box highlights the 'Filters' section where 'futu' is typed into a search bar, resulting in six search results: 'Afrofuturism', 'Futuristic Interior Design', 'Futuristic', and 'Neo Futuristic Interior Design' (which is highlighted with a red box).

Escribe un prompt, y ve definiendo parámetros, estilos, etc... y obtienes el prompt ampliado para lograr tus objetivos. También puedes partir del estilo de una imagen que subas.



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# FLUX



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# FLUX

Flux AI

Características Cómo usar Preguntas frecuentes Zona de pruebas

New Creación de imágenes impulsada por Flux AI con Flex.1

## Desata Tu Potencial Creativo con el Generador de Imágenes Flux AI

Flux AI es un avanzado generador de imágenes impulsado por Flux AI que crea rápidamente imágenes de alta calidad y realistas de Flux AI, incluyendo detalles perfectos de manos generadas por Flux AI. Potenciado por Flex.1 para resultados superiores.

Comenzar → Explorar



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# FLUX desde Huggin Face

## FLUX.1 [schnell]

12B param rectified flow transformer distilled from [FLUX.1 \[pro\]](#) for 4 step generation  
[blog] [model]

Enter your prompt

Run



Advanced Settings

≡ Examples

a tiny astronaut hatching from an egg on the moon

a cat holding a sign that says hello world

an anime illustration of a wiener schnitzel

## FLUX.1 [dev]

12B param rectified flow transformer guidance-distilled from [FLUX.1 \[pro\]](#)  
[non-commercial license] [blog] [model]

Enter your prompt

Run



Advanced Settings

≡ Examples

a tiny astronaut hatching from an egg on the moon

a cat holding a sign that says hello world

an anime illustration of a wiener schnitzel



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# Herramientas de apoyo



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# GLIF

The screenshot shows the GLIF app interface. At the top, there is a navigation bar with the GLIF logo, a search bar, and buttons for 'Glifs', 'Feed', and 'Build'. The 'Build' button is highlighted with a red box. Below the navigation, a main heading reads 'Glifs are fun AI apps anyone can build.' followed by a small icon. To the left, a card titled 'flux-miniature-worlds' displays a form for generating an image. The form includes fields for 'Prompt' (a cat in a field of lavender flowers), 'Width' (1024), 'Height' (1024), and 'Steps' (28). A 'Run This Glif' button is at the bottom, with a note below it stating 'Takes around 20s'. To the right of the card is a generated image of a ginger cat sitting in a field of purple and pink flowers. At the bottom of the card, it says 'By bingbangboomlab' with a profile icon and a link to the 'Glif page'.



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# GLIF

The screenshot shows the GLIF platform interface. At the top, there's a search bar and a 'Start building with...' button. Below that, a section for templates like 'LLM-powered Image Generator (Easy)' and 'MEME: Plato's Cave (Advanced)'. A large central modal window titled 'Add Block' is open, containing a search bar and a list of blocks categorized into 'User Input', 'AI Magic Generators', 'Tools', and 'Styling'. The 'Image Generator' block under 'AI Magic Generators' is highlighted with a red box. The background of the main interface shows a 'Glif Testing Area' with a 'Run This Glif' button and some placeholder text.



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# GLIF

+

image1

Describe the image

Variables:

0 / 1024

Image generation model

Stable Diffusion XL [glifemoji, img2img, controlnet]

DALL-E 3 by OpenAI

Controllism v1 [controlnet]

Flux Pro

Flux Pro v1.1

Flux Dev

Flux Schnell

♦ Glif Testing Area ♦

Run This Glif

Block Sequence

image1



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# SEAART

The screenshot displays the SEAART AI platform's user interface. At the top, there is a navigation bar with links to 'Página inicial', 'Swift AI', 'Entrenamiento', 'Estudio', 'Obras', a search bar, and a camera icon. To the right of the search bar are buttons for 'Generar' (Generate), a profile icon, and 'Iniciar sesión' (Log in). Below the navigation bar is a toolbar with icons for 'Para ti' (For you), 'Publicación', 'Ciberpub', 'Video IA', 'Audio IA', 'Generar', 'Aplicación rápida.', 'Modelo', 'Entrenamiento de estilo', 'Flujos de Trabajo', and 'Más'. A banner below the toolbar reads 'Generador de arte AI gratuito y herramientas AI rápidas'. The main content area features several AI-generated image examples: 'FLUX' (text-to-image), 'Serena | Your Little Sister's Best Friend', 'Generación de videos con IA', 'Ganancia muscular con un clic', 'De manga a acción real', 'Aurora, Depressed Goth', and 'Intercambio'. Below these examples is a row of genre filters: Anime, Realista, SeaArt Infinity, Chica Anime, Hombre, Fotografía, Ciencia ficción, Paisaje, Retrato, Juego, Genshin, Mangas, Dibujos animados, and Earth. The bottom section is titled 'Plaza' and shows a grid of five AI-generated images: a woman in a white dress, a blurred image, a girl in a white dress in a forest, a woman in a futuristic outfit, and a man in a space suit floating near planets.



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## ¿Preguntas, dudas, inquietudes, ...?

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