

**Get Ready
to Harness
the Power of
AI Pro University!**

AI Viral Image Pro Course

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Chapter 1

Register on discord

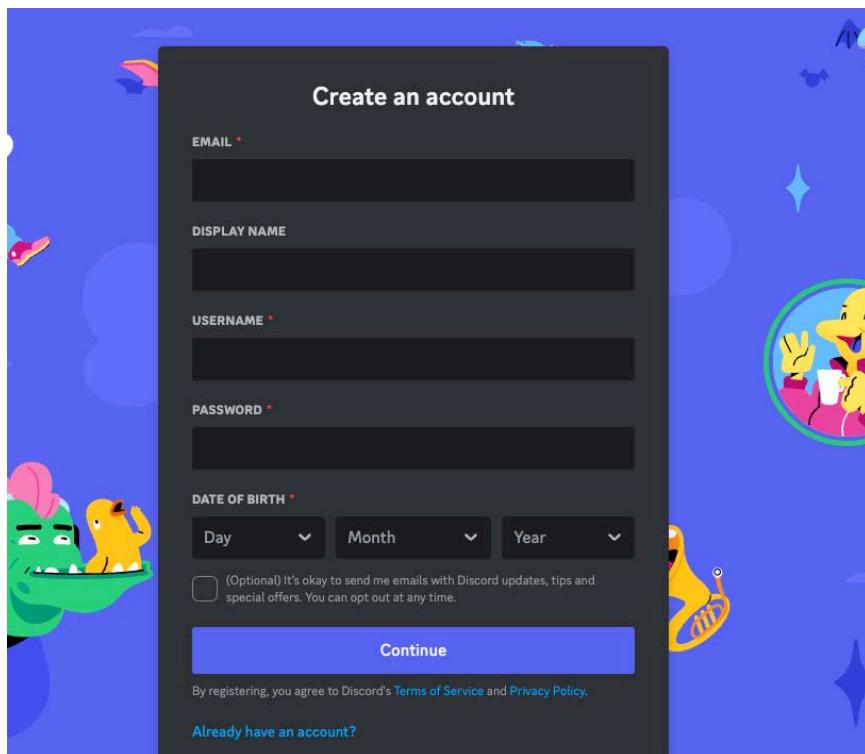
To get started with Midjourney you'll need a Discord account.

If you don't have one, it takes just a few simple steps to create it!

Discord is free and you can use it from your browser, or you can download the app through Google Play store or the Apple App store.

Step 1: To create your account, go to their registration page:

discord.com/register



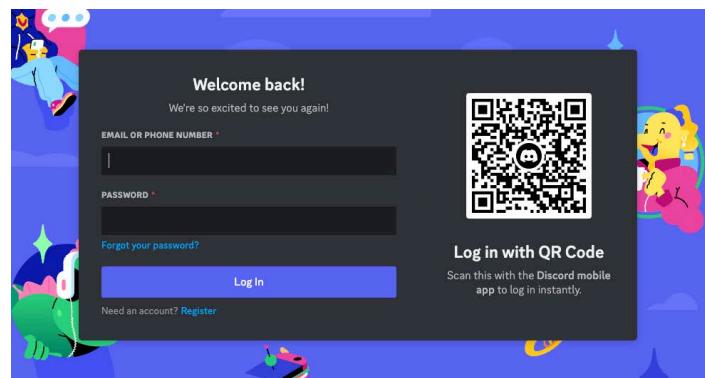
After that, you'll receive an email in order to verify your account. An additional step is to verify your phone number.

And now you're all set! Let's explore Midjourney!

In order to start creating your own Midjourney images, you'll need to buy a subscription plan.

Step 1: Go to **midjourney.com** and click on "Sign in".

Step 2: Sign in



Step 3: Choose a subscription plan

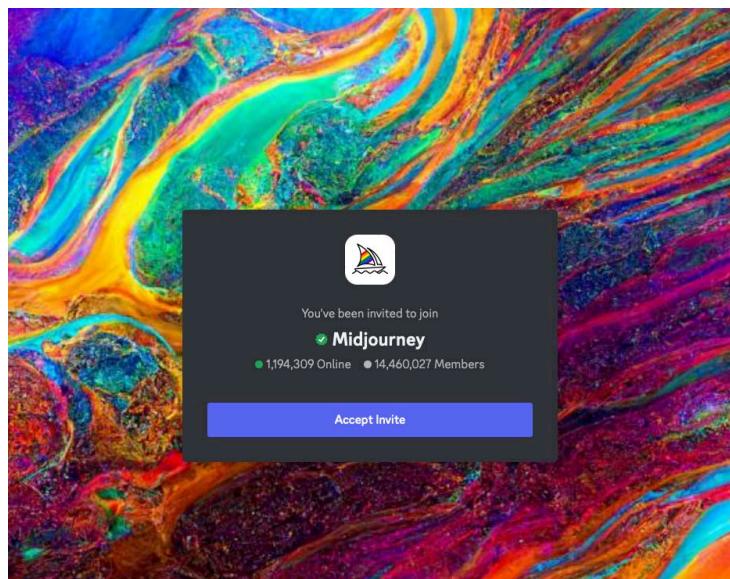


Now you can join the Midjourney Server on Discord!
Open Discord and find the list of servers on the left side.

Tap the + button at the bottom of the server list.

In the new window, click “Join a Server”.

Paste this URL: **discord.gg/midjourney** and click “Join”.



Alternatively, you can use the web app version of Midjourney:

Go to the Midjourney website: **midjourney.com**.

Sign up or log in with your account.

Once logged in, you'll see a text box where you can enter your prompts.

Chapter 2

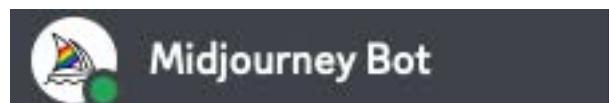
MIDJOURNEY PRACTICING

Let's start by learning how to generate images in Midjourney, and after that, we'll move on to repurposing and enhancing product images you already have.

Once you've joined the Midjourney Discord server, locate one of the newbie-# channels. Later on, you'll get access to the general-# channels.

These newbie channels are for beginners, where you can start generating your own images. You can also click on the Midjourney Bot and message it in private, if you desire privacy, but I recommend you start on the channels because you'll see prompting techniques used by others.

How to interact with the Midjourney Bot:



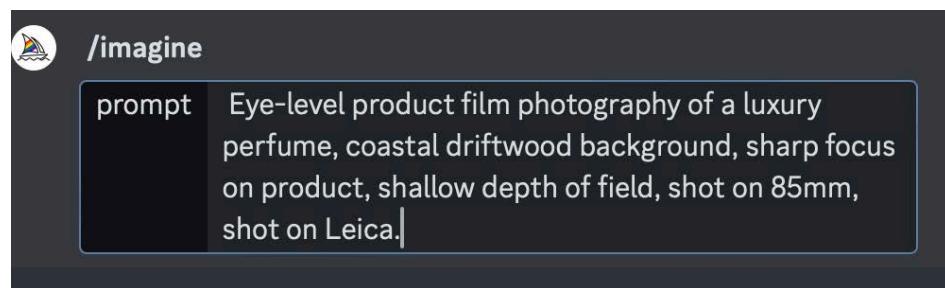
Step 1: Use the command /imagine



Step 2: Enter a description of the image you wish to generate in the provided prompt field.

Eye-level product film photography of a luxury perfume, coastal driftwood background, sharp focus on product, shallow depth of field, shot on 85mm, shot on Leica.

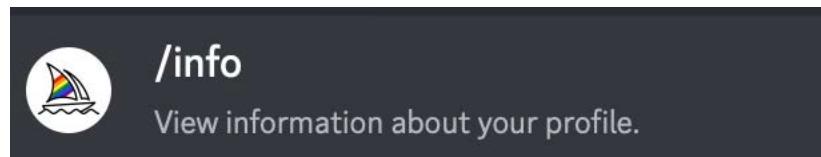
Step 3: Submit your message. This will initiate the generation process.



Step 4: The final result:



Each time you generate an image, it uses some of your GPU (Graphics Processing Unit) time, which comes with your subscription. To check how much GPU time you have left, just use the /info command.



Chapter 3

HOW TO UPSCALE AND VARIATIONS

In this section, you'll discover how to improve your image quality using the upscaling tool and unlock creative potential with the variations feature.

Let's look at an example!

Wireless noise-canceling headphones, floating in mid-air, clean white background, tech product photography style



After the initial image grid is created, you'll notice two rows of buttons appearing beneath your image grid. The "U" buttons, "V" buttons and "re-do".



The re-do button re-runs a Job, resulting in a fresh set of images in the grid.

The "V" buttons help you generate variations of the chosen image, keeping the overall style of that image.

The first image on the left is "V1", the one to its right is "V2", the bottom left one is "V3" and the bottom right one is "V4".

Choosing "V3", variations for the the third image, results in:



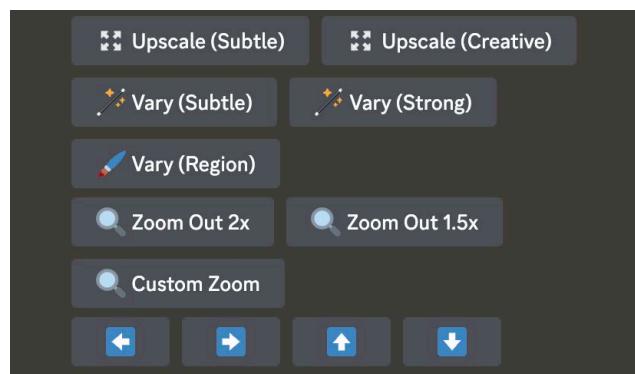
The buttons labeled "U" help you choose the desired image from the grid. Now, I want to upscale the second image of the grid, so I am choosing "U2":



How to save the image:

To view the image in full size, click on "Open in Browser", then right-click and select "Save image".

:Pro Tip Experiment with different variation and upscale combinations to fine-tune your results. Sometimes, creating variations of an upscaled image can lead to even better outcomes.



CHAPTER 4

TIPS AND KEY FEATURES

Aspect Ratios

Why It's Useful: Lets you control the shape of your image to fit your needs.

How to Use It: Add `--ar <width:height>` at the end of your prompt.

Examples for Products:

- `ar 4:5`: Great for e-commerce product shots, like showing a necklace or a handbag.
- `ar 16:9`: Perfect for website banners featuring digital products or a clothing lineup.

Tip: Use `--ar 1:1` for square images, ideal for Instagram or product thumbnails.

Seed Numbers

Why It's Useful: Helps you recreate or tweak a specific look.

How to Use It: Add `--seed <number>` to your prompt to keep a consistent style across designs.

Examples for Products:

- Use the same seed to create matching images for a jewelry set, like earrings and a necklace.
- Design multiple mockups of a digital product, like eBooks or software boxes, with a similar vibe.

Negative Prompts

Why It's Useful: Keeps your images clean by removing unwanted elements.

How to Use It: Add `--no` followed by things you don't want in your image.

Examples for Products:

- Jewelry: gold bracelet with diamonds `--no hands`.

Stylize Parameter

Why It's Useful: Lets you control how much freedom the AI has in adding artistic elements.

How to Use It: Add `--stylize <number>` (lower numbers for simple and clean designs, higher for creative and artistic results).

Examples for Products:

- Jewelry: sleek diamond ring on velvet display `--stylize 50` for a clean, realistic look.
- Clothing: boho dress under soft lighting `--stylize 250` for a dreamy, artistic feel.

Pan Mode

Why It's Useful: Lets you expand an image beyond its original frame.

How to Use It: After generating an image, use the pan option to add more details to the sides.

Examples for Products:

- Digital products: Expand a laptop mockup to include more desk accessories.
- Clothing: Extend a model's background to show more of the scene or store layout.

Remix Mode

Why It's Useful: Lets you blend styles or try new ideas without starting over.

How to Use It: Activate remix mode and adjust values when re-rolling or editing an image.

Examples for Products:

- Try mixing a classic and modern style for jewelry.
- Blend casual and formal elements for a clothing design.

CHAPTER 5

CANVAS MAGIC STUDIO

Magic Studio is here to transform your ideas into professional designs in a matter of seconds!

Let's take a look at its magic tools!

MAGIC EXPAND

What can you do with Magic Expand: This option allows you to turn vertical photos horizontal and fix framing in seconds.

How to Use Magic Expand:

- Choose the photo you wish to edit.
- Click "Edit photo" on the editor toolbar.
- In the editing options, look for Magic Expand under the effects tab and click on it.
- Select your preferred size option or drag a crop handle to expand the image beyond its original borders.
- Click the "Expand" button and give it a moment to process your image.

MAGIC MORPH

What can you do with Magic Morph: Add special effects to text and images with simple prompts.

How to Use Magic Morph:

- Start or open any design.
- In the editor's side panel, click on "Apps."
- Type "Magic Morph" in the search toolbar and select the Magic Morph option.

Then:

- Choose an element in your design, such as text, a simple graphic, or a shape. Describe how you want the chosen element to look. The more details you provide, like objects, colors, location, or surroundings, the better the result.
- Click the "Magic Morph" button and wait for the tool to process the image.
- To include the generated image in your design, simply click on it.

According to Canva, these are the most effective type of prompts:

Prompts that work well

- **Naturally occurring patterns:** Zebra stripes, Candy canes, Snakeskin, or Rocky paths
- **Specific descriptions of an object with a distinctive texture:** Bread pretzel or Halloween pumpkin
- **Prompts that produce glossy/shiny results:** Gold inflatable foil balloon, Vegetable or Fruit
- **Instructive prompts:** Describe how you want the original image to be transformed. Use phrases like Make it look like..., Construct it..., and Fill it with

Prompts that don't work so well

- **Create your own patterns:** Polka dots, Red and black stripes, a row of tiny rubber duckies
- **Grainy or fuzzy textures:** Sand art, or Teddy bear fur
- **Abstract descriptions:** "make it ethereal."

MAGIC GRAB

What can you do with Magic Grab: Easily edit, resize, and move the subject of your photos.

How to Use Magic Grab:

- Select the photo you want to edit.
- Click "Edit Photo" on the editor toolbar and choose "Magic Grab".
- Drag the subject of the image to your desired position and resize it.

What's the difference?

Magic Grab: You can move the subject of the photo while keeping the background.

Background Remover: This tool removes the background, so you only see the main thing in the picture.

Magic Eraser: You can use it to get rid of anything you don't like in your photo.

MAGIC EDIT

What can you do with Magic Edit: You can quickly get rid of things that bother you or add new things in your photos. Simply brush over the parts you want to change and describe what you want to add.

How to Use Magic Edit:

- Select the photo you want to edit.
- Click "Edit Photo" on the editor toolbar and choose "Magic Edit".
- Use your cursor to brush over the part of the photo you wish to modify.
- Describe the changes you want to make and click "Generate".
- Select from the results.

MAGIC WRITE .

What can you do with Magic Write: Get help with writing, rewriting, and summarizing text.

How to Use Magic Write:

To create text:

- Open a design or start a new one.
- Find the Magic button at the bottom-right of the page or use the shortcut by typing / to open Canva Assistant.
- From the options, select "Magic Write".
- Enter your text.

To generate text from existing content:

- Choose the text you want to work with.
- Click the Magic Write button on the toolbar that appears.
- Select your preferred action from the dropdown options.
- Wait for the tool to process your text, and you can choose to continue writing, summarize, rewrite, or apply other editing options.

Use Magic Write to create engaging product descriptions or eye-catching captions for your product photos. This tool helps you quickly craft professional copy to showcase your designs.

The cool part? It supports over 15 languages, including Arabic, Korean or Malay.

Here's where you can explore and try out Canva's Magic Studio: canva.com/magic

CHAPTER 6

BONUSES

- Midjourney Cheat Sheet(SEE NEXT PAGE)

MIDJOURNEY PROMPT CHEAT SHEET

<p>ASPECT RATIO (--ar)</p> <p>Use: Changes width-to-height ratio of the image Values: Unlimited with version 5 and 5.1 Default: 1:1 (square)</p> <p>Example: --ar 5:4; --ar 16:9</p>	<p>VERSION (--v)</p> <p>Use: Changes the Midjourney Version the images are generated in Values: 1, 2, 3, 4, 5, 5.1, 5.2 Default: 5.2</p> <p>Example: --v 2, --v5</p>	<p>QUALITY (--q)</p> <p>Use: Changes how much time is spent rendering the image Values: 0.25-1 Default: 1</p> <p>Example: --q .25</p>
<p>IMAGE WEIGHT (--iw)</p> <p>Use: Sets image prompt weight relative to text weight Values: 0.25-2 Default: 0.25</p> <p>Example: --iw 1</p>	<p>STOP (--stop)</p> <p>Use: Stops the image processing before it reaches the end Values: 10-100 Default: 100</p> <p>Example: --stop 30</p>	<p>REPEAT (--r)</p> <p>Use: Allows you to run a job repeatedly Values: 1-40 Default: 0</p> <p>Example: --r 23</p>
<p>NO (--no)</p> <p>Use: Eliminates unwanted elements from your image Example: --no books</p>	<p>STYLIZE (--s)</p> <p>Use: Changes how stylized is the image Values: 0-1000 Default: 100</p> <p>Example: --s 500</p>	<p>CHAOS (--c)</p> <p>Use: Changes how varied the image grids are Values: 0-100 Default: 0</p> <p>Example: --c 70</p>
<p>TILE (--tile)</p> <p>Use: Generates images that can be used as patterns Example: --tile</p>	<p>SEED (--seed)</p> <p>Use: Using the same seed number and prompt will produce similar ending images. Example: --seed 1353</p>	<p>STYLE (--style)</p> <p>Use: Helps you generate more realistic images or cinematic scenes based on the style you choose. Example: --style raw; --style cute; --style scenic</p>

Key tips for creating effective Midjourney prompts

Keep it short and clear: Make your prompts brief and to the point.

Get ideas from ChatGPT: Use ChatGPT to come up with new and interesting ideas for your prompts.

Try the Creative Tag: Use the Creative Tag feature (--test) or (--testp) for more creative outputs.

Use Midjourney's multiprompt feature: You can use the double colon (::) to make Midjourney treat each part of your prompt separately.

Give Reference: Midjourney's greatest strength lies in its ability to replicate various styles. You can reference a painter, a director, an era, or a specific style.

CHAPTER 6

BONUSES

How to Turn Yourself Into AI Art

Learn how to use the /blend command and turn your photos into incredible AI art!

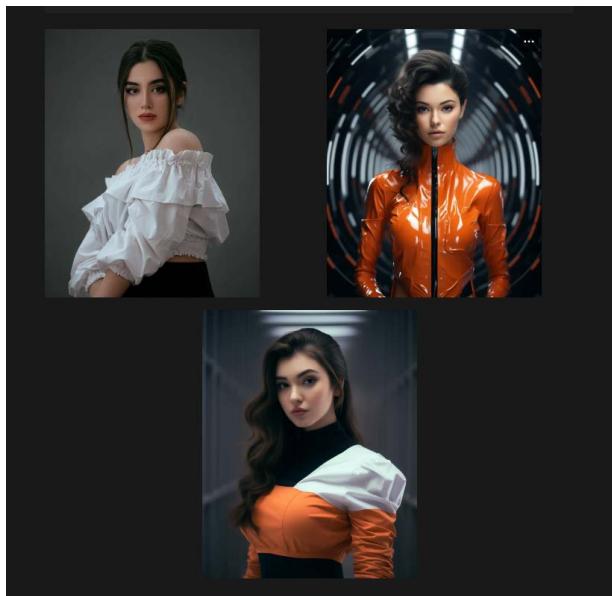
Step 1: Generate a new image with Midjourney. Give a simple prompt, choosing a style you like.

Step 2: After that, you need a picture of yourself. I recommend you pick one that it's a portrait, as it tends to give better results. Maybe use the same pose as the person in the picture.

Step 3 Type /blend and attach the images (maximum number of images is 6).

Note that I haven't improved on the images below, they are exactly the first result. With a bit of persistence you can double the effect.

Portrait of a woman in a spaceship, very detailed –ar 4:5



Other example prompts:

Young man, photography, sci-fi, green aura –ar 4:5

Portrait of a woman, pink dress, fashion photography, studio light –ar 4:5

CHAPTER 6

BONUSES

How to Age a Character with Midjourney

Midjourney's advanced features allow you to age characters realistically.

Whether for storytelling or marketing, this chapter will show you how to use these features to show the passage of time in a visually compelling way.

Make sure you have Remix mode set to on (you can find it by typing `*/settings*`) to redo the same prompt, with a slight change.

When Remix is activated, it gives you the ability to modify your prompt for each variation.

To use Remix for upscaling, simply choose variations.

Next, you'll modify the age. Use at least a decade difference as small age increments won't be that obvious.

Always use the last image for the aging process, it will help with increasing the accuracy of the aging process.

Example prompts:

- **Drew Barrymore as a kid, portrait, studio photography, realistic, 4k, natural lighting**
- **Drew Barrymore, 25 years old, portrait, studio photography, realistic, 4k, natural lighting**
- **Drew Barrymore, 35 years old, portrait, studio photography, realistic, 4k, natural lighting**
- **Elderly Drew Barrymore, 50 years old, aged, sand white hair, portrait, studio photography, realistic, 4k, natural lighting**
- **Elderly Drew Barrymore, 70 years old, aged, sand white hair, short, thin,**
- **lots of wrinkles, portrait, studio photography, realistic, 4k, natural lighting**

Are you ready for the next step?

A supportive community and expert guidance can dramatically shorten the learning curve.