



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

**Ecom Product Shots**

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# Chapter 1

## Choose Your Product Image

Before we can start generating AI images, we need to select the brand or product we want to create images for.

You need to have a product image before using it in Midjourney.

If you don't have any product images, you can take a simple photo with a smartphone or digital camera.

Make sure the product is clearly visible and pay attention to the lighting, as this will be important when generating the image in Midjourney.

**\*For better results, take a photo of the product from the angle and in the lighting you want it to appear in the AI-generated image.\***

Here are a few things to keep in mind:

- **Image Size:** To upload the image as a reference in Midjourney, it must be under 8 megabytes. You can use Adobe's free image resizer if your image needs to be adjusted.
- **Color:** The image needs to be in color. If the color is slightly off, don't worry—you can adjust it later in Canva.
- **File Format:** Use JPG/JPEG or PNG.



# Chapter 2

## REMOVING THE BACKGROUND

Next, you will need to remove the background from your product image so that only the product is visible.

You can use Canva's "Background Remover", which will automatically remove the background.

Alternatively, you can use any free background remover app found on Google. Some other AI tools you can use to remove backgrounds for free include:

- Remove.bg: A popular online tool that quickly removes backgrounds.
- PhotoScissors: Another free online tool that allows for easy background removal.
- Fotor: Offers a free background remover along with other photo editing features.

These tools can help you achieve a clean product image without a background. Like this:



# Chapter 3

## FINETUNING YOUR PRODUCT IMAGE

Once you have your product image cleaned up, the next step is to decide how you want to use Midjourney to further edit and finetune your image.

For now, just make a list, in the next lesson I will show you how to make a prompt that ticks every item off it.

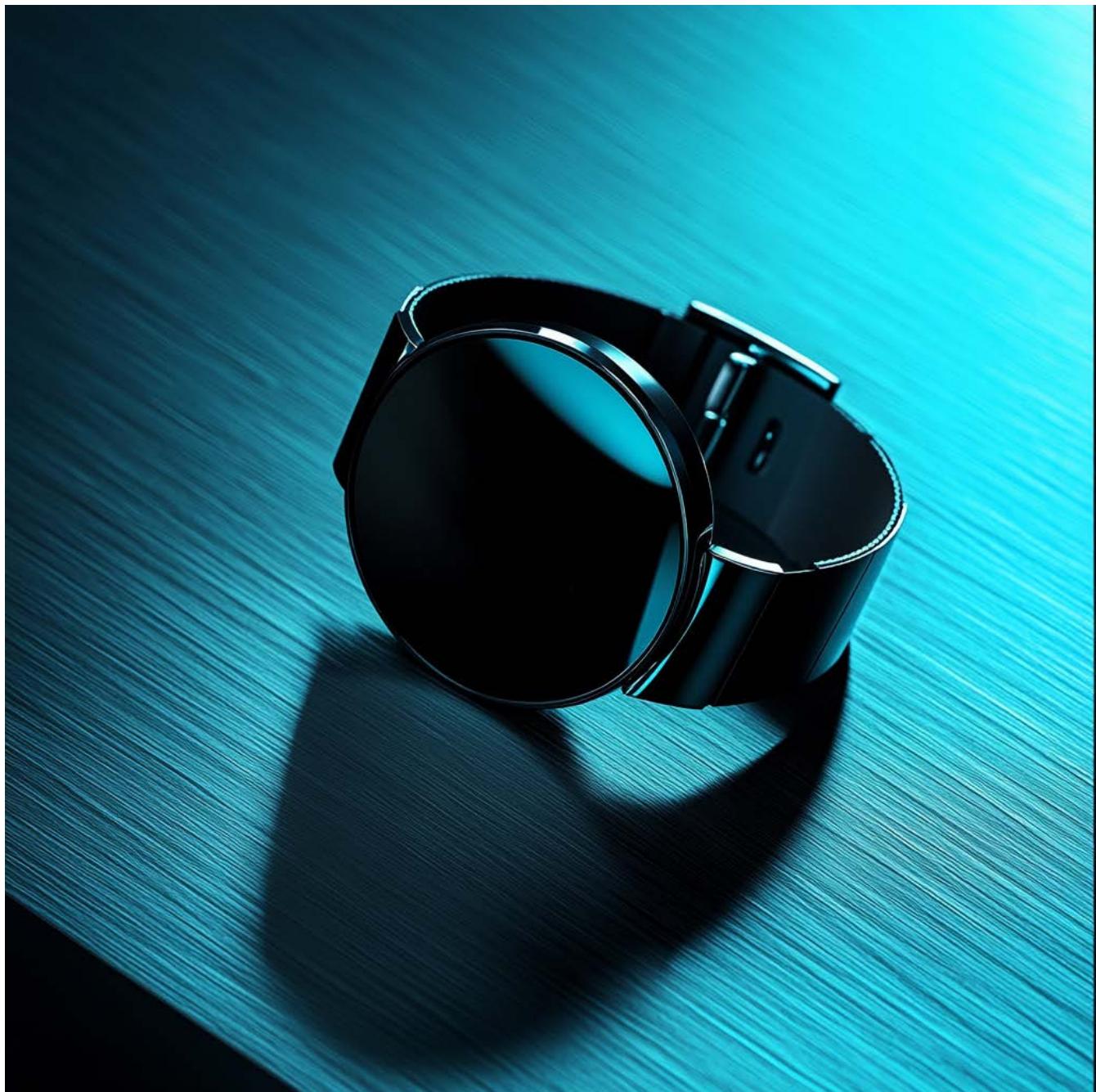
- Consider these factors:
- The style of the image you want to achieve.
- How the elements will be arranged in the composition.
- The dominant colors you want to highlight.
- Different angles you might consider, such as close-ups or wide shots.
- The preferred style, whether it's realistic, stylized, or more artistic.
- Think about the typical camera perspective that would suit your vision.
- The aspect ratio you need for your intended use (e.g., square for Instagram, wide for website banners).

### PROMPT EXAMPLES:

Sleek noise-cancelling headphones in rose gold, floating in air



A sleek smartwatch with a minimalist design, placed on a brushed metallic surface, dramatic side lighting highlighting its curves, Nikon D850



Describe your product in detail, including its color, size, shape, and materials.

AI can accurately reproduce well-known products like Rolex watches or Nike shoes because they are easily recognizable.

Here's an example of how you might describe such a product:

Dynamic product shot of Nike Air Max sneakers, vibrant color gradient, floating in air, motion blur effect, studio lighting with subtle reflections



## What to Do if Your Product is Unique or Custom-Made

However, if your product is unique or custom-made, AI may struggle to replicate it exactly. In these cases:

- Use a high-quality product image or one taken with your phone, and use Canva or Photoshop to overlay it on the AI-generated image.
- Provide specific details when prompting AI to ensure it captures your product accurately.
- Start with AI to create a base image and refine it using Canva or Photoshop for adjustments.

## Tips for Consistency Across Multiple Images

If you're creating multiple product images, maintain consistency by:

- Using similar language in your prompts for each image.
- Specifying the same style, lighting, and background across images.
- Adjusting colors and contrast to match your brand palette.

You can also use AI to create multiple variations of your product image for A/B testing. Generate several versions with slight differences in composition, color, or style, then test them with your target audience to see which performs best.

## Integrating AI-generated product images into your marketing strategy:

- Use them across various platforms, ensuring they're optimized for each (e.g., vertical for Instagram Stories, horizontal for Facebook cover photos).
- Create a series of images that tell a story about your product's features or benefits.
- Generate lifestyle images showing your product in use to help customers envision themselves with it.

# CHAPTER 4

## CREATING YOUR MIDJOURNEY PROMPT

Once you've made a wish list of the edits you want to make to your image...

And decided on the type of image you want to create...

It's time to craft a detailed prompt for Midjourney to work it's magic.

### Detailed Guide for Creating Prompts

#### Model Details

- Is there a model in the image?
- Ethnicity and hair color?
- Poses or actions?

#### Product Specifications

- What is the product?
- Dimensions, colors, size, shape, material, and finish.

#### Product Location

- Where is the product situated?
- Is it in the air or on an object?
- Describe the environment or setting.

#### Surroundings

- What objects or props are around the product?
- Position of these objects (behind, in front, to the side).

#### Lighting and Feel

- Studio or natural lighting?
- Is the scene moody or dramatic?
- Overall atmosphere of the image.

### Camera Type

- Is it taken with a film or DSLR camera?

### Lens Type

- 50mm, 35mm, wide angle, macro, fish eye, or 180mm?

### Aperture and Depth of Field

- Is the product the main focus with a blurred background?
- Is the product image distinct from the background?

### Style of the Image

- Is it hyper-realistic, semi-realistic, cartoonish, or artistic?

### Aspect Ratio

- 16:9 for widescreen
- 9:16 for vertical IG story format
- 4:5 for standard IG feed post
- 1:1 for a square image

### Color Palette

- Specify desired colors or color themes

### Texture

- Describe any specific textures you want to see in the image

### Time Period

- If applicable, mention the era or time period for the scene

### Artistic Style

- Reference specific art movements or artists for inspiration

## Prompt Structure

The order of words in your prompt matters.

Generally, start with the most important elements and move to the less crucial details.

Use commas to separate distinct elements and periods to more strongly separate different concepts.

## Common Mistakes to Avoid

- Being too vague.
- Overloading the prompt with too many conflicting ideas.
- Neglecting to specify important details like lighting or perspective.
- Using unclear or ambiguous language.

Below are some examples and guidelines to help you create the perfect prompt:

## Example Prompts

A pair of high-end noise-cancelling headphones, resting on a dark surface with soft diffused lighting, focusing on the design and finish, Canon 1DX  
--ar 9:16



A sleek, modern phone case in matte black, resting on a minimalistic gray background, focused shot with sharp detail, Canon 1DX --ar 9:16



A luxury scented candle in a glass jar with a gold lid, placed on a marble countertop, the product highlighted with soft, warm lighting, Canon 1DX --ar 9:16



A premium bottle of perfume with a gold-accented cap, placed on a reflective surface, soft lighting and focus on the bottle's design, Canon 1DX --ar 9:16



A minimalist ceramic vase with fresh flowers, placed on a wooden shelf, product shot with soft background blur, Canon 1DX --ar 9:16

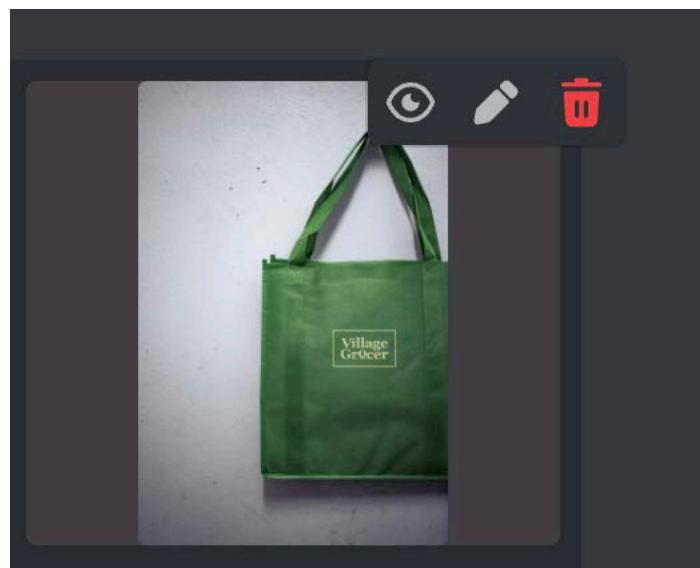


## What if Midjourney Struggles to Generate Your Image?

Tip: You can provide Midjourney with a reference image to improve the quality of the generated output.

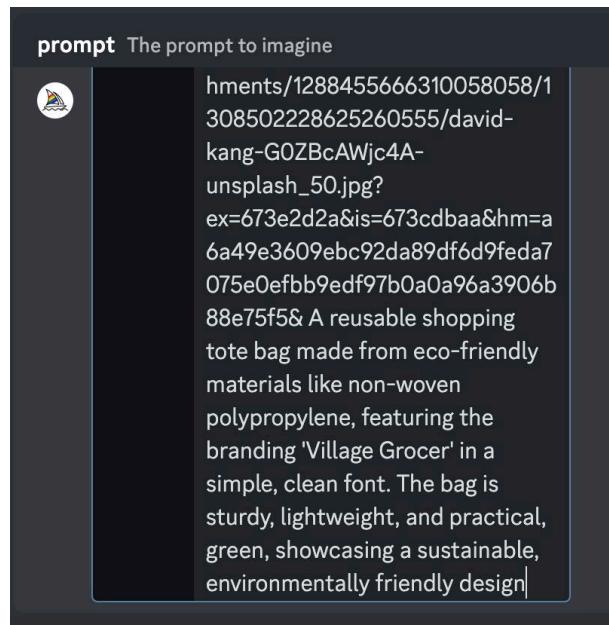
Steps to Use a Reference Image:

- Send Midjourney a photo of the product image you want to generate. Simply drag and drop the image into the chat bar on Midjourney and press enter. This sends the image to the server.



- Click on the sent image, right-click on it, and copy the link.
- Paste the image link at the beginning of your /imagine prompt. Type /imagine, then paste the link, followed by the crafted prompt.

Example: /imagine [image link]



- Refine and Adjust Prompt for the Final Image. Based on the output, you may need to adjust your prompt slightly or create variations to get the desired result.



Note: Midjourney might not always generate your product image exactly as envisioned, even with detailed prompts and reference images. The goal is to get as close as possible and then make final adjustments using Canva or Photoshop.

# CHAPTER 5

## REFINING YOUR IMAGE

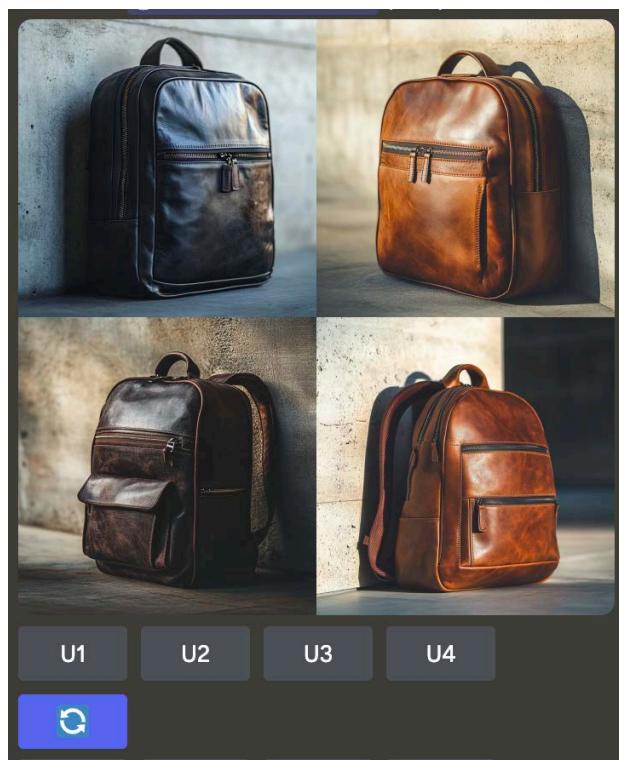
You won't always get the perfect image first time.

So here are the next steps to take when you want to 'give it a tweak':

Review the Variations:

- Midjourney will generate four images for you. Take a look at each one and see which best fits your vision.
- If none of the images are satisfactory, click the 're-generate' button to create four new images.

A modern leather backpack resting upright against a concrete wall, illuminated by natural diffused light, highlighting the fine stitching, textured grain, and polished zippers, Sony Alpha A7R IV



### Understanding the Buttons:

- U1, U2, U3, U4: 'U' stands for 'Upscale', which increases the resolution of an image. The numbers correspond to the image positions (1 through 4).
- V1, V2, V3, V4: 'V' stands for 'Variation', creating slight variations of an image. The numbers correspond to the image positions (1 through 4).

### Upscaling and Variations:

- If you like an image and want a higher resolution, click the corresponding 'U' button (e.g., 'U4' for the last image).



To make slight changes to an image you like, click the corresponding 'V' button (e.g., 'V3' for variations of the third image).



### Refine Until Perfect:

- Continue the process of upscaling and generating variations until you achieve the desired result.
- Adjust the text within your prompt to further refine the image to your liking.

### Download and Upscale:

- Once you have the image you want, download it from Midjourney. Click “Open in Browser”, then right-click and select “Save Image As...” to save it.

Once you've crafted your ideal prompt and provided Midjourney with a reference image, you're on your way to creating the perfect image.

However, since Midjourney is an AI platform, it might take a few revisions to get the exact output you want.

# CHAPTER 6

## POLISHING IN CANVA

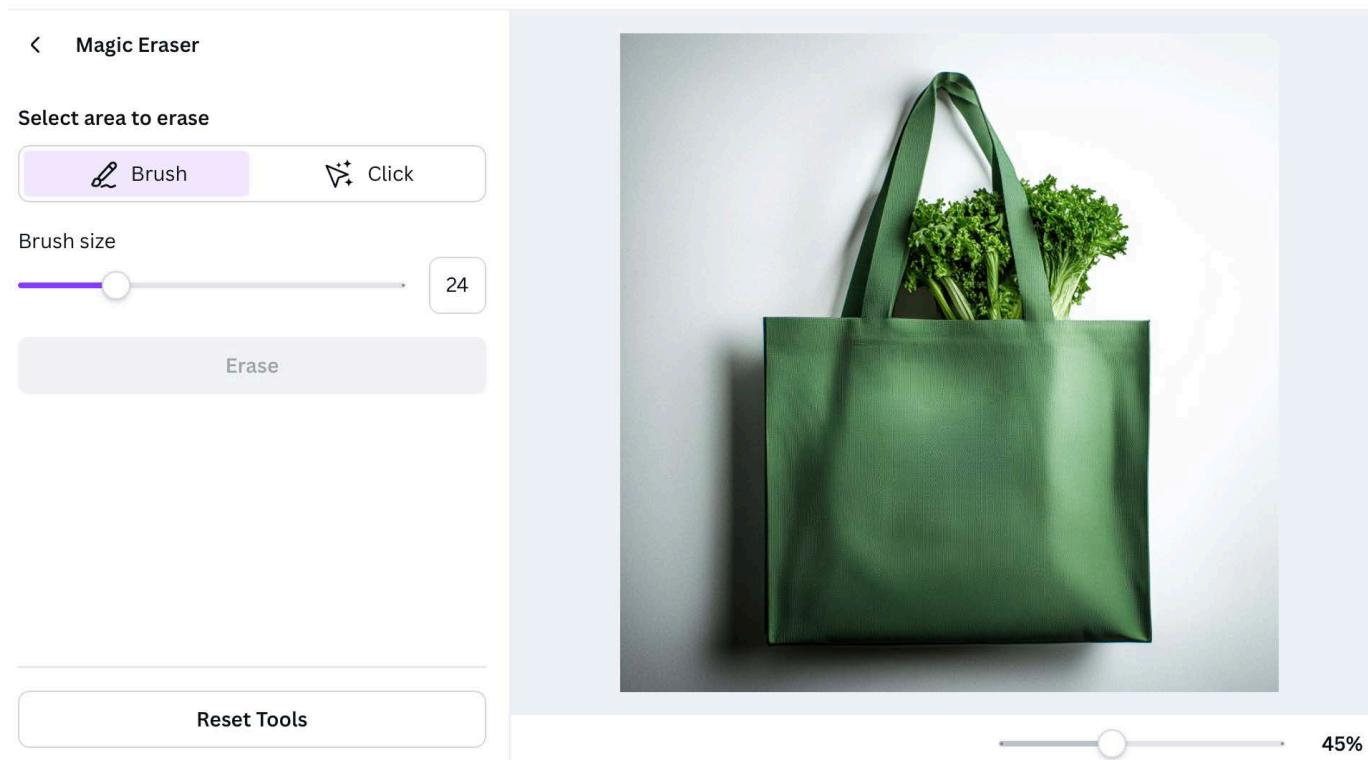
Once you've taken the photo and created AI variations in Midjourney, you can enhance it in Canva using tools like Magic Eraser to remove any unwanted elements.

Here's what I did:

- Uploaded the product image to Canva.

The screenshot shows the Canva editing interface. At the top, there are three main tabs: 'Effects' (which is selected), 'Adjust', and 'Crop'. Below these are two sections: 'Magic Studio' and 'Filters'. 'Magic Studio' contains three tools: 'BG Remover' (showing a beach ball on a checkered background), 'Magic Eraser' (showing a hand holding a red rose over a background of yellow flowers), and 'Magic Edit' (showing hands holding a rose and a flower). 'Filters' section shows three preview cards: 'None' (green tote bag with groceries), 'Fresco' (similar to 'None'), and 'Belvedere' (more muted colors). At the bottom, there's an 'fx Effects' section with three preview cards: a soccer ball, a dog, and an orange slice. To the right of the interface is the final edited image of a green tote bag filled with groceries (lettuce, carrots, etc.) against a white background. A progress bar at the bottom right indicates the edit is at 45% completion.

- Used Magic Eraser to clean up the text.



- Added a text box to include the product name.



To make sure the text looks exactly like it does on your product, go to Text -> Brand Kit -> Add your brand fonts. You can also add your logo and brand colors there.

A screenshot of a software interface titled "Brand Kit". On the left, there's a sidebar with various icons and labels like "Default", "A", "Ad", "Dynam", and "Font". The main area has three sections: "Logos (0)" with a "+ Add new" button, "Colors (1)" with a "+ Add new" button, and "Fonts" which is expanded to show five font styles: "Title", "Subtitle", "Heading", "Subheading", and "Section header", each with a small edit icon and a trash icon. There's also a "... More" button in the top right corner of the fonts section.

# CHAPTER 7

## BONUSES

### AI PROMPTS LIBRARY

Here are some prompts to inspire you to add creative elements to your own product prompts.  
**PROMPTS:**

- [Product] with [material/texture], [color scheme], [style] design, [lighting], [background/environment]
- [Product type] featuring [unique characteristic], [finish/texture], [angle/perspective], [context/setting]
- Innovative [product category] with [special feature], [color/material], [artistic style], [mood/atmosphere]
- [Brand style] inspired [product], [key design element], [color/pattern], [photographic style], [props/accessories]
- Futuristic [everyday item], [sci-fi element], [color palette], [lighting effect], [minimalist/complex] composition

#### EXAMPLES:

Handcrafted leather wallet with rich textured grain, warm earth tones, minimalist design, soft side lighting, natural wooden background

Smart home speaker, brushed aluminum texture, modern living room setting

Sleek wireless earbuds, metallic silver accent, crisp white ambient lighting, elegant minimalist product staging

Apple-inspired electric toothbrush, sleek cylindrical body, white and silver color scheme, high-key photography

Desk lamp, floating light source, neon blue and purple palette, ambient glow effect

Eco-friendly water bottle with bamboo exterior, warm earth tones, lifestyle product shot

Modular bookshelf, reclaimed wood and steel, industrial style, dramatic side lighting, loft apartment context

Computer mouse with customizable side panels, tech enthusiast's desk setup

Minimalist wall clock, rose gold and clear glass, Japanese wabi-sabi aesthetic, dappled sunlight, textured concrete wall

Coffee mug, matte sage green finish, placed on rustic kitchen countertop

## DIGITAL PRODUCT DESIGN PROMPTS

Here are some prompts to inspire you to add creative elements to your own product prompts.

### PROMPTS:

- [Product type] on [device] screen, [style] design, [lighting], [environment]
- [Industry] app interface, [style] UI/UX, [color scheme], [key features]
- [Software] dashboard, [style] layout, [data visualization type], [mood/tone]
- [Device] displaying [product], [angle], [lighting], [background]
- [Digital service] landing page, [style] web design, [color palette], [key elements]

### EXAMPLES

fitness tracking app on smartphone screen, minimalist design, soft ambient lighting, gym environment

E commerce website interface, sleek and modern UI/UX, blue and white color scheme, product grid and search bar

Project management software dashboard, material design layout, bar charts and Gantt diagrams, professional and focused mood

Tablet displaying e-book reader app, 45-degree angle view, warm reading light, cozy living room background

Social media platform landing page, vibrant flat design, purple and orange color palette, profile pictures and post feed

Music streaming app on smartwatch, dark mode interface, neon accents, album art and player controls

Virtual reality educational software, futuristic 3D UI, holographic elements, interactive periodic table

Financial analysis tool on desktop monitor, data-dense design, line graphs and heat maps, corporate office setting

Food delivery app on mobile phone, skeuomorphic style, bright daylight, kitchen countertop background

Cloud storage service web interface, soft shadows, folder icons and upload button

## JEWELRY BASED PROMPTS

Here are some prompts to inspire you to add creative elements to your own product prompts.

### PROMPTS:

[Jewelry type] featuring [gemstone/material], [metal], [design style], [unique element], [wear location/context]

[Era/culture] inspired [jewelry piece], [intricate detail], [finish/texture], [color scheme], [lighting/photography style]

Avant-garde [accessory] with [unconventional material], [artistic influence], [futuristic element], [body placement]

Sustainable [jewelry item] made from [eco-friendly material], [design concept], [color/pattern], [natural setting]

[Designer/brand] style [jewelry category], [signature feature], [precious/semi-precious stones], [mood/atmosphere]

## EXAMPLES

Rose gold bracelet with diamonds, floating on mirror surface, luxurious studio lighting

Bohemian layered necklaces, turquoise and silver, natural sunlight, desert-inspired setting

Art deco sapphire cocktail ring, dramatic black background, glamorous styling

Minimalist gold bar earrings, clean white background, professional product photography

Minimalist gold bar earrings, clean white background, professional product photography

Diamond drop earrings catching light, black glossy background, high-end jewelry photography

Beaded charm bracelet with silver accents, lifestyle shot on wooden surface

Designer watch with diamond bezel, luxury timepiece photography, dark moody background

Purple amethyst cocktail ring, crystal formations, mystical product shot

Baroque pearl statement earrings, renaissance-inspired, dramatic lighting

Jade bangle bracelet, oriental-inspired setting, soft natural lighting

## CLOTHING BASED PROMPTS

Here are some prompts to inspire you to add creative elements to your own product prompts.

### PROMPTS:

[Clothing item] in [fabric/material], [color/pattern], [style/era] inspired, [fit/silhouette], [setting/environment]

[Designer/brand] inspired [garment], [unique feature], [texture/finish], [styling element], [photography style]

Avant-garde [clothing piece] with [unconventional element], [color scheme], [artistic influence], [mood/atmosphere]

[Cultural/traditional] [attire] reimagined, [modern twist], [color palette], [accessories], [backdrop/context]

Sustainable [clothing category] made from [eco-material], [design detail], [color/print], [lifestyle setting], [lighting]

### EXAMPLES

Flowing boho maxi dress caught in breeze. Woman twirling in sunlit field.  
Focus on fabric pattern. Dreamy atmosphere. Sony A7III, free-spirited style

Vintage leather bomber jacket. Man leaning on classic car. Worn texture detail. Golden hour lighting. Fujifilm X-T4, retro Americana

Crisp white button-down shirt. Woman tying front knot. Beach backdrop out of focus. Clean, bright aesthetic. Nikon Z7II, casual

High-tech running shoes mid-stride. Close-up on sole touching pavement. Motion blur. Dynamic angle. Olympus OM-D E-M1X, athletic performance

High-tech running shoes mid-stride. Close-up on sole touching pavement. Motion blur. Dynamic angle. Olympus OM-D E-M1X, athletic performance

Handknit wool sweater. Person hugging themselves. Snowy scene in background. Focus on cable knit texture. Canon EOS R6, cozy winter vibes

## **Are you ready for the next step?**

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