**Assignment 05:** Assignment and practice of AI Image Generator

Task 1: **Comparative Research**

## **1. Image Quality**

### **Midjourney**

* Frequently produces painterly, cinematic, and richly detailed outputs. Particularly strong in **photorealistic textures, lighting, and mood**.  
  + A test for photorealism noted: “Midjourney absolutely nailed the vibe. The lighting felt cinematic… skin texture… stunning.”
* In field tests (like a Utah sunset), audiences favored Midjourney for its vivid realism and atmosphere.

### **DALL·E 3**

* Known for crisp, clean, photorealistic imagery that stays faithful to the prompt. As PickFu testers noted, DALL·E 3 “interpreted the text prompt… and produced vivid images,” though realism sometimes leaned more sterile.
* In whimsical or fantastical scenarios (“cat riding a unicorn”), DALL·E 3 followed the prompt more accurately—Midjourney’s version tended to introduce artistic deviations.

**Verdict**: Midjourney delivers richer, more atmospheric visuals; DALL·E 3 is more precise and polished.

## 

## 

## **2. Prompt Accuracy**

### **Midjourney**

* Occasionally takes creative liberties with prompt interpretations—great for abstract art, less so when fidelity matters.  
  + Example: The whimsical “cat riding a unicorn” prompt produced unicorn-cat hybrids or hornless horses in Midjourney's output.
* Reddit users observe: “Midjourney is better than DALL-E on image quality… when MJ understands your prompt it tends to produce pretty nice results… But as far as understanding what you are going for, DALL-E is still king.”

### **DALL·E 3**

* Excelled at faithfully capturing prompt details; audience tests confirm better prompt recognition.
* Evaluations (e.g., balloons chair scenario) show DALL·E 3 more consistently understood nuanced descriptions.

**Verdict**: DALL·E 3 is superior at adhering to complex prompts; Midjourney is occasionally more interpretive.

## 

## **3. Style Flexibility**

### **Midjourney**

* Exceptional at producing a wide range of **artistic styles**, from surreal and painterly to highly dramatic.
* Offers advanced tools like **Style Reference**, **Character Reference**, and **Image Weight**, allowing upload-guided style or character replication.

### **DALL·E 3**

* Strong in stylization but more conservative; style range exists but is less experimental.
* Embedded in ChatGPT and Bing, with integration for basic inpainting and editing.

**Verdict**: Midjourney offers greater style versatility and creative control.

## **4. Usability**

### **DALL·E 3**

* Accessible via the **ChatGPT interface**, Microsoft Designer, or Bing Image Creator— straightforward and intuitive.
* Clean UI: type your prompt, get the image. Ideal for casual or professional users needing fast results.

### **Midjourney**

* Operates primarily via **Discord commands** (/imagine) or its web UI. Onboarding and interface can feel clunky for new users.
* Offers more iterative control (upscaling, variations), but less user-friendly overall.

**Verdict**: DALL·E 3 wins in ease of use; Midjourney offers deeper control at a cost of complexity.

## **5. Licensing & Terms**

### **DALL·E (OpenAI)**

* Users **own** images created with DALL·E and have full rights to sell, print, or merchandise.
* One legal commentary suggests ambiguous terms transfer some rights to OpenAI—but official guidance allows commercialization.

### **Midjourney**

* Paid users **own** their generated assets and may use them commercially—with a subscription. Must be Pro/Mega if revenue > $1M.
* Default content is **public and remixable**, and Midjourney retains a broad license to use user content. *Stealth mode* keeps creations private, albeit with best-effort safeguards.
* Legal risks include high-profile copyright lawsuits.

**Verdict**: Both allow commercial use, but Midjourney’s terms include broader rights retention and visibility defaults; DALL·E generally simpler and more private.

Task 2: **Visual Design Project**

* Create a poster for a fictional event or product

Steampunk Skyline: Future Tech Showcase



