Quick AI Guide

AI for email design

[Video with the guide](#)

MID JOURNEY

Prompts
Try to be clear about any context or details that are important to you. Think about:
- **Subject:** person, animal, character, location, object, etc.
- **Medium:** photo, painting, illustration, sculpture, doodle, tapestry, etc.
- **Environment:** indoors, outdoors, on the moon, in Narnia, underwater, the Emerald City, etc.
- **Lighting:** soft, ambient, overcast, neon, studio lights, etc
- **Color:** vibrant, muted, bright, monochromatic, colorful, black and white, pastel, etc.
- **Mood:** Sedate, calm, raucous, energetic, etc.
- **Composition:** Portrait, headshot, closeup, birds-eye view, etc.
- **Style:** infographic illustration, coloring book, futuristic, watercolor
  + [Examples of styles](#)

+ **Structure:** Begin with the style, composition, and camera details, followed by subject and environment, and conclude with parameters. Ex:

  /imagine impressionist painting, wide-angle shot of the Batmobile stuck in Los Angeles traffic

+ **Upscale or Create Variations**
  - U buttons upscale an image generating a larger version of the selected image and adding more details.
  - V buttons create slight variations of the selected grid image. Creating a variation generates a new image grid similar to the chosen image's overall style and composition.
  - The 🔄 (re-roll) reruns a Job. In this case, it would rerun the original prompt producing a new grid of images.

Parameters: options added to a prompt that change how an image generates. It starts with double dash after the prompt, name of the value, then space, and finally the value

- **Aspect ratio:** by default MJ generates square images, but you can modify the aspect ratio using the "--ar" parameter
+ After the prompt add: - - ar (ratio ex: 16:9)
- **No**: remove elements that we don't want in our image
+ After the prompt add: - -no (the elements that you would like removed from the image)
- **Seed:** generate similar style images from the prompt you selected to use
+ After the prompt add: - -seed (number seed)
+ To get the seed number: Once the upscale has been selected, click on reaction and select the envelope. You'll get a message with your seed number.
- **Chaos:** you can control the level of variation and randomness in your images. By default it's 0 and 100 is the max chaos. Higher values lead to more unique and unexpected results, while lower values create more consistent and predictable images
+ After the prompt add: - -c or chaos (value 0-100)
- **Seed:** generate similar style images from the prompt you selected to use
+ After the prompt add: - -seed (number seed)
+ To get the seed number: Once the upscale has been selected, click on reaction and select the envelope. You'll get a message with your seed number.
- **Stylize**: low stylize will match exactly what your prompt says, high stylize will "experiment" more
+ After the prompt add: - -stylize 1000 (for high) . - -stylize 10 (for low) . Midjourney is set automatically in 100.
- **Weight**: allows you to assign more importance to specific elements in your prompt. Each word has a default weight of 1, with the beginning of the prompt carrying more weight than the end. Commas between phrases indicate separate concepts, while "::" indicates high distinct concepts. Adding a number after "::" intensifies the emphasis on the section. You can also use negative numbers.
+ Ex: 1- /imagine Batman car
      2- /imagineBatman::3 car::1

for Mid Journey

Uses of AI

Branding

- Color palette: whenever new brands are assigned and their brand guidelines are not strong, generate new color palettes by using a simple prompt.
  Ex: /imagine - a color palette for sleep brand, with light blues and mint color

Create vector art

- Create illustrations for header or sections content, icons.
  Ex: /imagine - hookah with smoke, in bright purple and pink color, vector art, vector logo, simple, cartoon, 2d, flat color, white background - - stylize 10

- Once you have your desired image you can convert it to vector using illustrator or an AI tool
  + [How to convert picture into vector using Midjourney](#)
  + How to trace image (alternative to illustrator) [Vectorizer AI](#)