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CREATIVE GROWTH MARKETING AGENCY

Parcero bulletin

MIDJOURNEY

Parcero Bulletin on nopea katsaus
ajankohtaiseen, meitä kiinnostavaan aiheeseen,
josta olemme käyneet sisäistä keskustelua.
Materiaalit ovat sisäisten koulutusten
esitysmateriaaleja ja siksi hyvin tiiviitä.

Mikäli olet kiinnostunut aiheesta enemmän, ota
yhteyttä ja jutellaan!

What is Midjourney?

Text to image

Midjourney is an independent research lab that produces a proprietary artificial intelligence program under the same name that creates images from textual descriptions, similar to OpenAI's DALL-E and Stable Diffusion.




The background is a dark teal color. It features several large, overlapping, organic shapes in a lighter teal shade. One large shape starts from the top right and curves towards the bottom left. Another smaller shape is positioned to the left of the main text. A third shape is at the bottom left, partially overlapping the first one.

How does it work?

The process

1. Adding a text prompt



Midjourney Bot  12/20/2022 9:40 AM
caterpillar excavator in a summer surrounding green birch trees around, maximum details, super realistic, highly detailed, 8k, unreal engine, wide perspective - @PCR_Robert (fast)

2. Developing your image



Prompt structure

a stunning woman with candy skull paint, day of the dead, flowers,
dark rich blue eyes, jewels, full head portrait intricate details, inner
light, inner energy, ultra realistic, cinematic lighting, very realistic,
photograph, 50mm lens,



1. Subject

What is your main element? Which thing is the focus of the image? For example a woman with candy skull paint, futuristic car, big teddybear.

2. Subject attributes

Describe your main element in a detailed manner. For example hair, jewelry, facial expression, environment.

3. Artistic attributes

Describe what kind of style (colours, general style, age) of the image you want. For example futuristic, super realistic, black and white, 1990s painting.

4. Render attributes

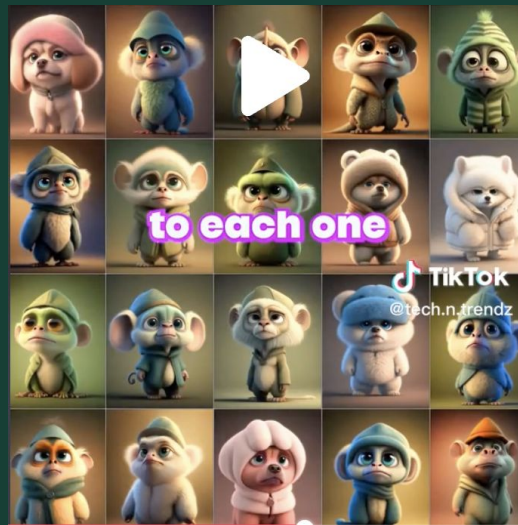
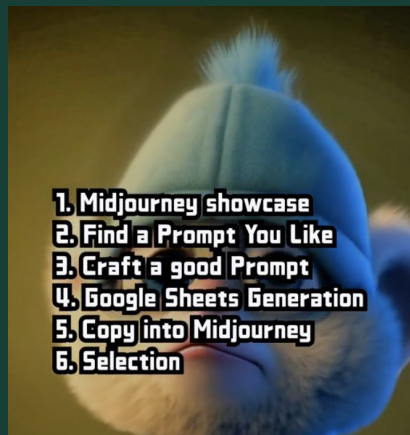
Describe what kind of technical specs to consider. For example intricate details, 8k, DLSR, unreal engine, wide perspective, super realistic

4. MJ commands

There are bunch of Midjourney commands but these are not necessary.

Consistency

If you want to learn how to create a series of similar images check [this](#) out.



Great tools and links

If you don't understand technical specs you can generate them easily with this tool: [moonshot](#)

Here is a more indepth and advanced guide to creating great prompts: [Midjourney](#) [YouTube](#)

What to combine tools (out of imagination) this is how you can use ChatGPT + Midjourney to create visuals for you: [Video](#)

Styles and keywords references. Awesome! [Github](#)

Some extra tips and tricks. [Here](#)

The background is a dark teal color. It features several abstract shapes: a small teal circle on the left, a large light teal semi-circle on the right, and a medium light teal semi-circle at the bottom left. The text 'Ethical side' is centered in white.


Ethical side

What to think about

In short, the ethical considerations of using AI tools are multifaceted and complex. It is important for individuals and organizations to carefully consider the potential consequences of their use and to take steps to ensure that they are used correctly.

1. **Be transparent:** Clearly label and disclose the use of AI in content creation.
2. **Be accountable:** Hold those who use generative AI accountable for the accuracy and credibility of the content they produce.
3. **Be responsible:** Consider the potential risks and benefits, as well as the ethical implications, of using this technology.



The background is a dark teal color. It features several large, overlapping, organic shapes in a lighter teal shade. One shape is a circle on the left side. Another is a large, irregular blob on the right side. A third is a smaller, irregular shape at the bottom left. The text is centered over these shapes.

What does it take to become great?

Become a prompt master!

1. Learning technical details
2. Learning how to write “correct” prompts
3. Testing testing testing



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How can we use it as an agency?

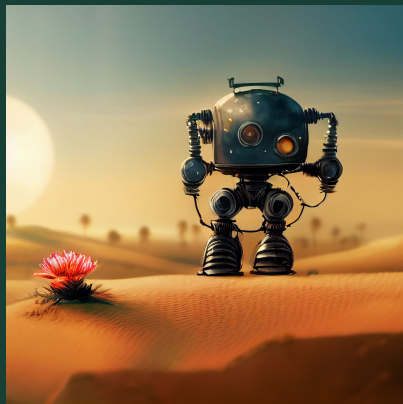
Storyboards

Storyboards for your scripts. Rather than banging your head to find the right picture(s) and photoshopping mockups.



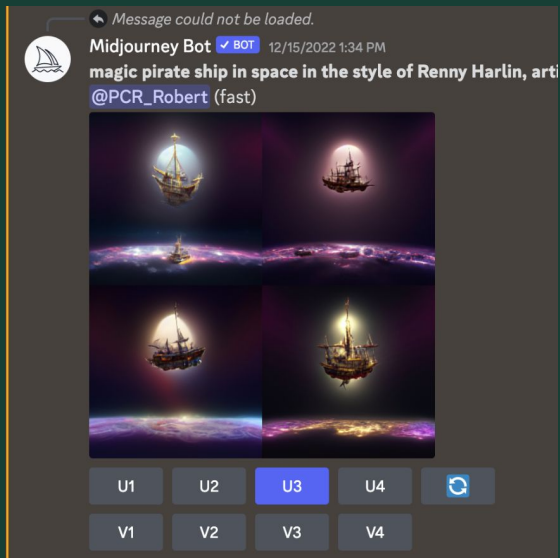
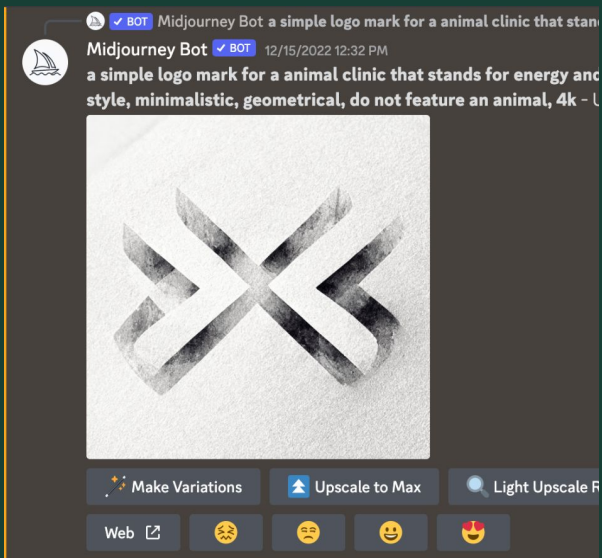
Moodboards

Moodboards for your concepts. For example if you are creating a robot (brand character) you can easily generate different kind of moods for it.



General inspiration

Inspiration when you are stuck. This can be for anything. Design styles, innovative ideas, new takes around certain themes.



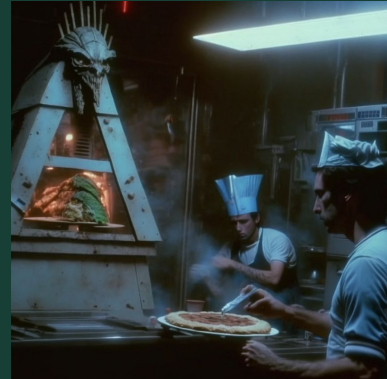
References

When you need a specific style created and a visual for it. Let's say you are creating a film that uses Wes Anderson's creative style. You can easily create an image with his style + your script.



Detailed style

When you need to create a specific setting. For example Berlin style doner kebab shop in 1980s sci-fi dystopian dark fantasy movie.



Copywriters

Tool for all non visual creatives. For example a copywriter doesn't need a visual creative to create a storyboard. They can generate visuals themselves.

THANK YOU

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