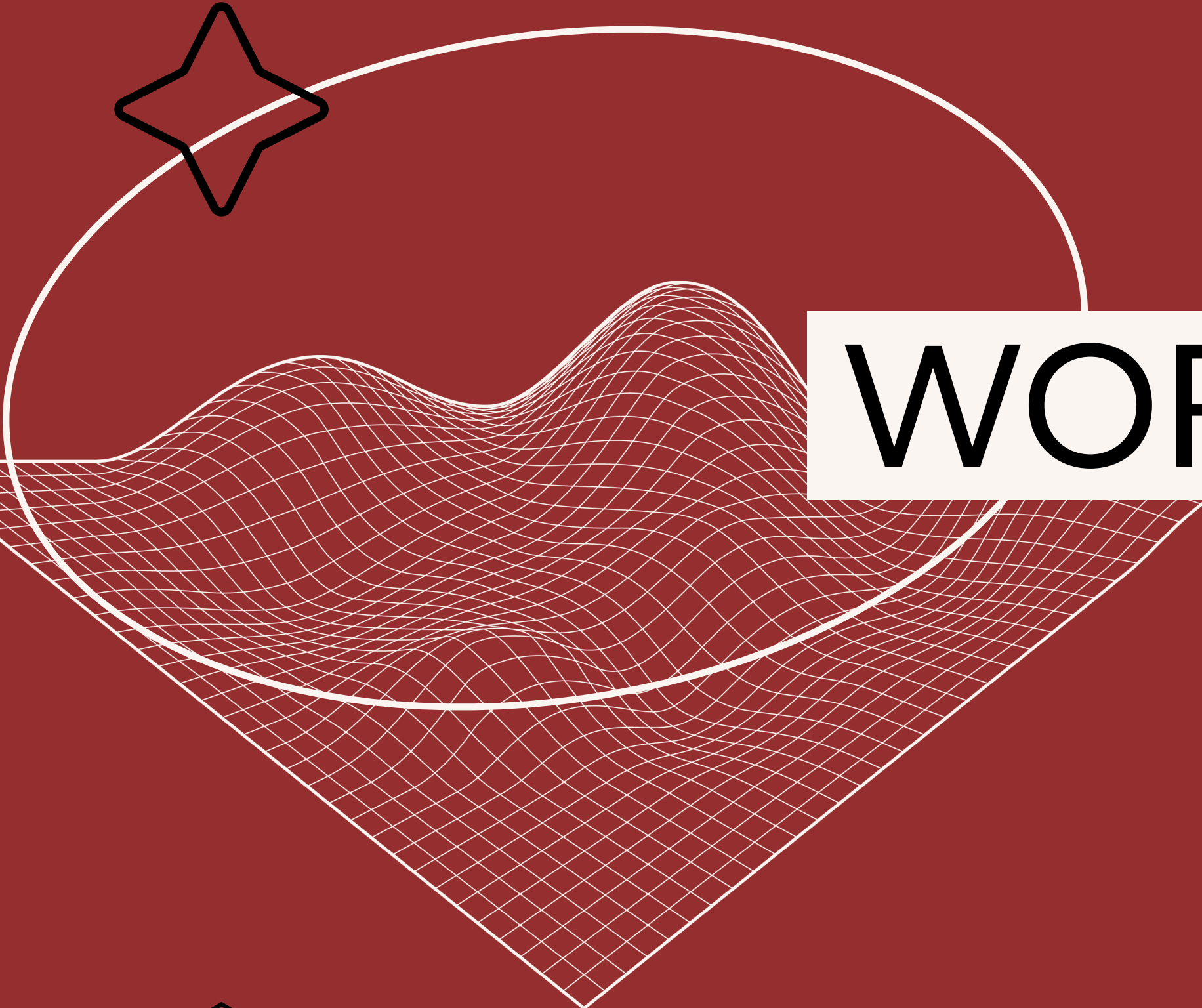
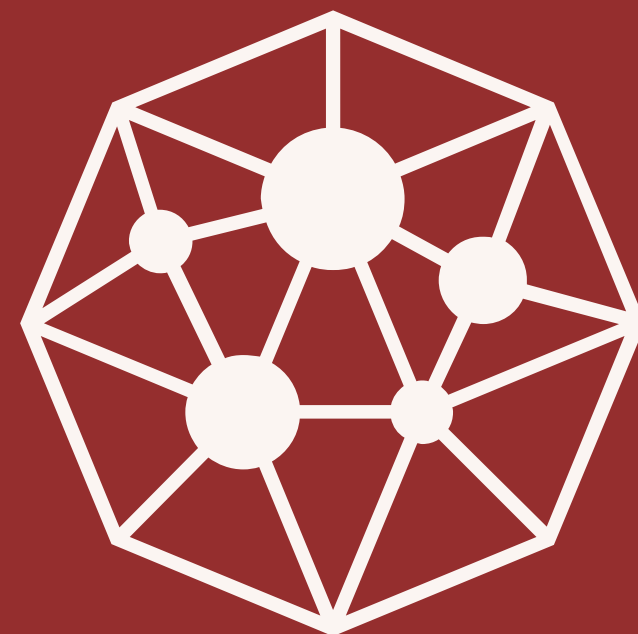
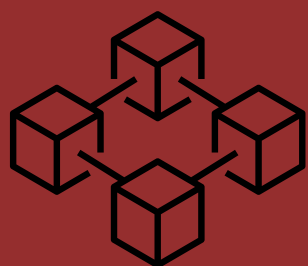


AI IMAGE GENERATION



WORKSHOP



FOR
MARKETERS

WHAT IS AI IMAGE GENERATION?

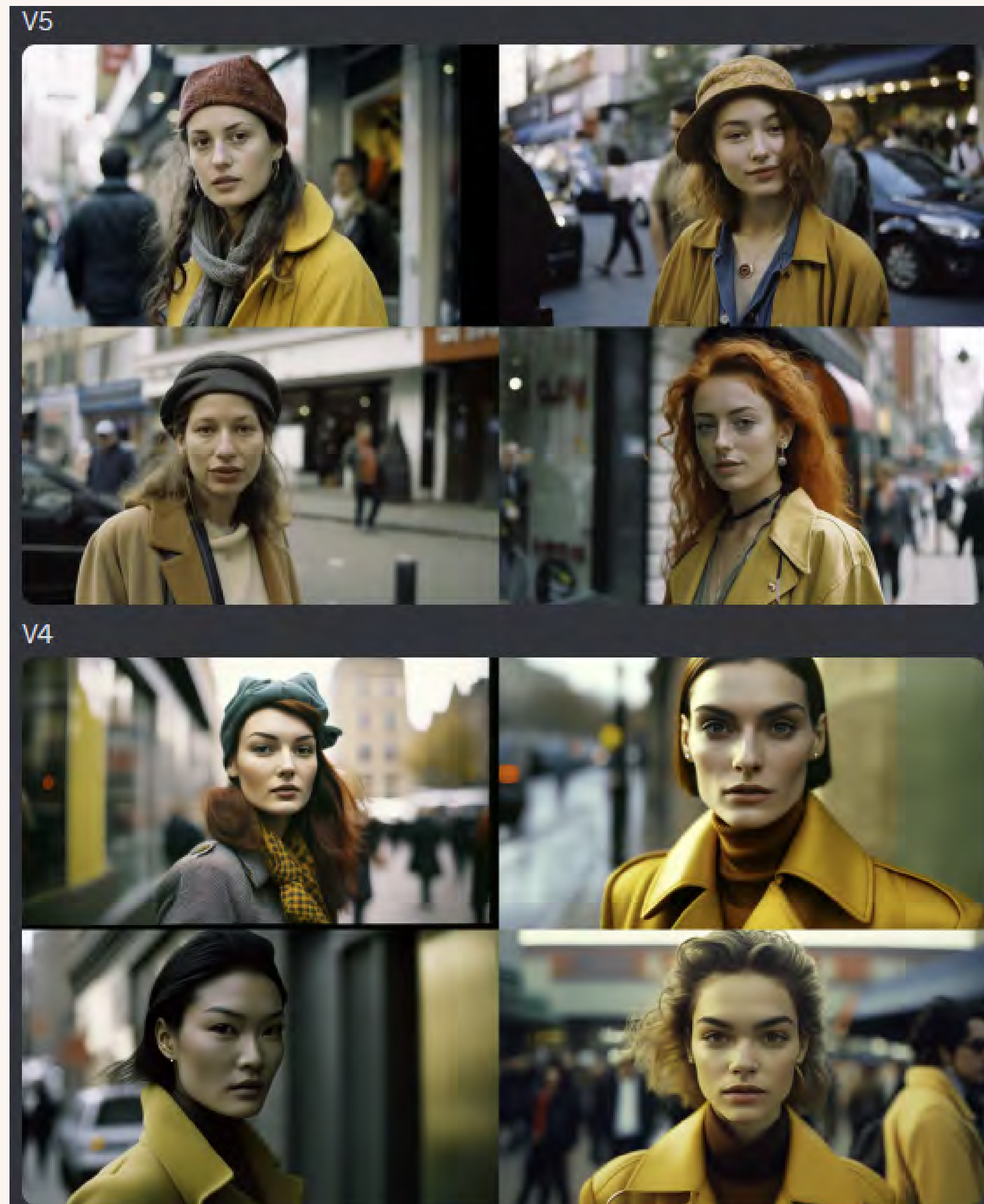
Using an algorithm trained on large sets of images to create more images from text descriptions or images.

What Is Midjourney V5?

A AI Image
Generation tool,
specifically designed
for making realistic
images based on
detailed prompts

Midjourney V5

V5

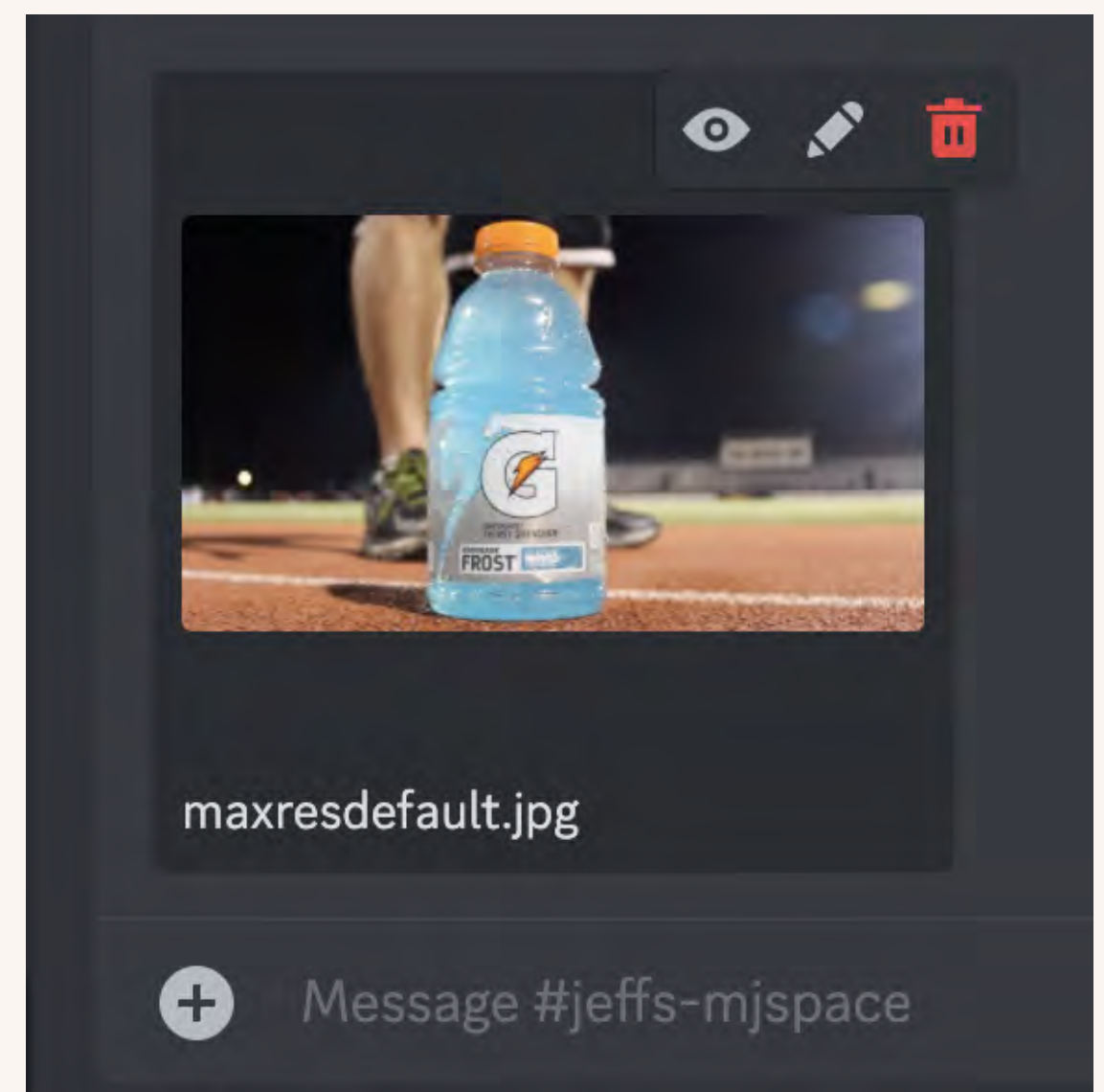


V4

Adding
In Your
Brand

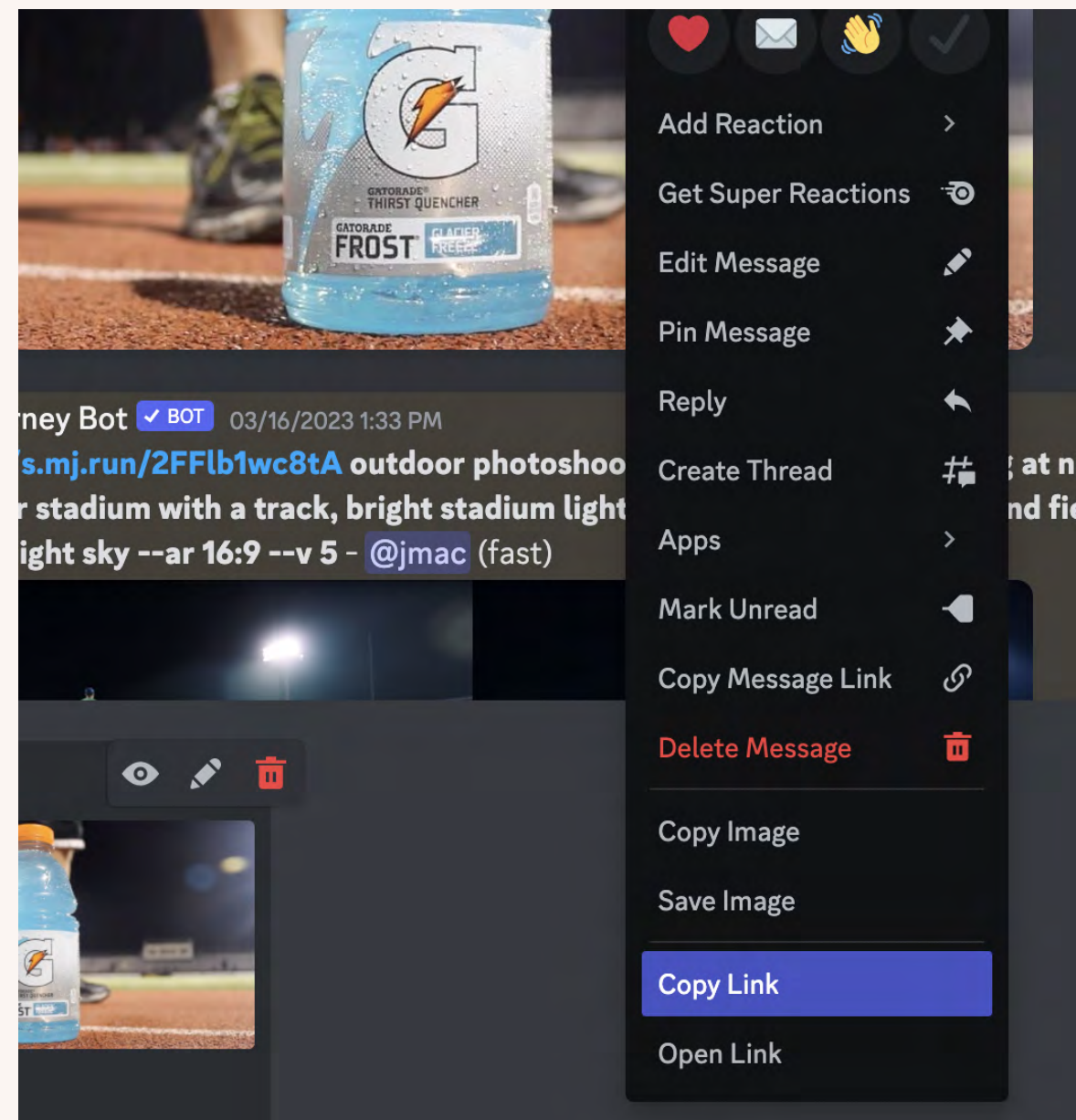
Import A Brand Asset Into Midjourney

You can easily use any image of your product and use it to remix and build upon by dragging into Discord.



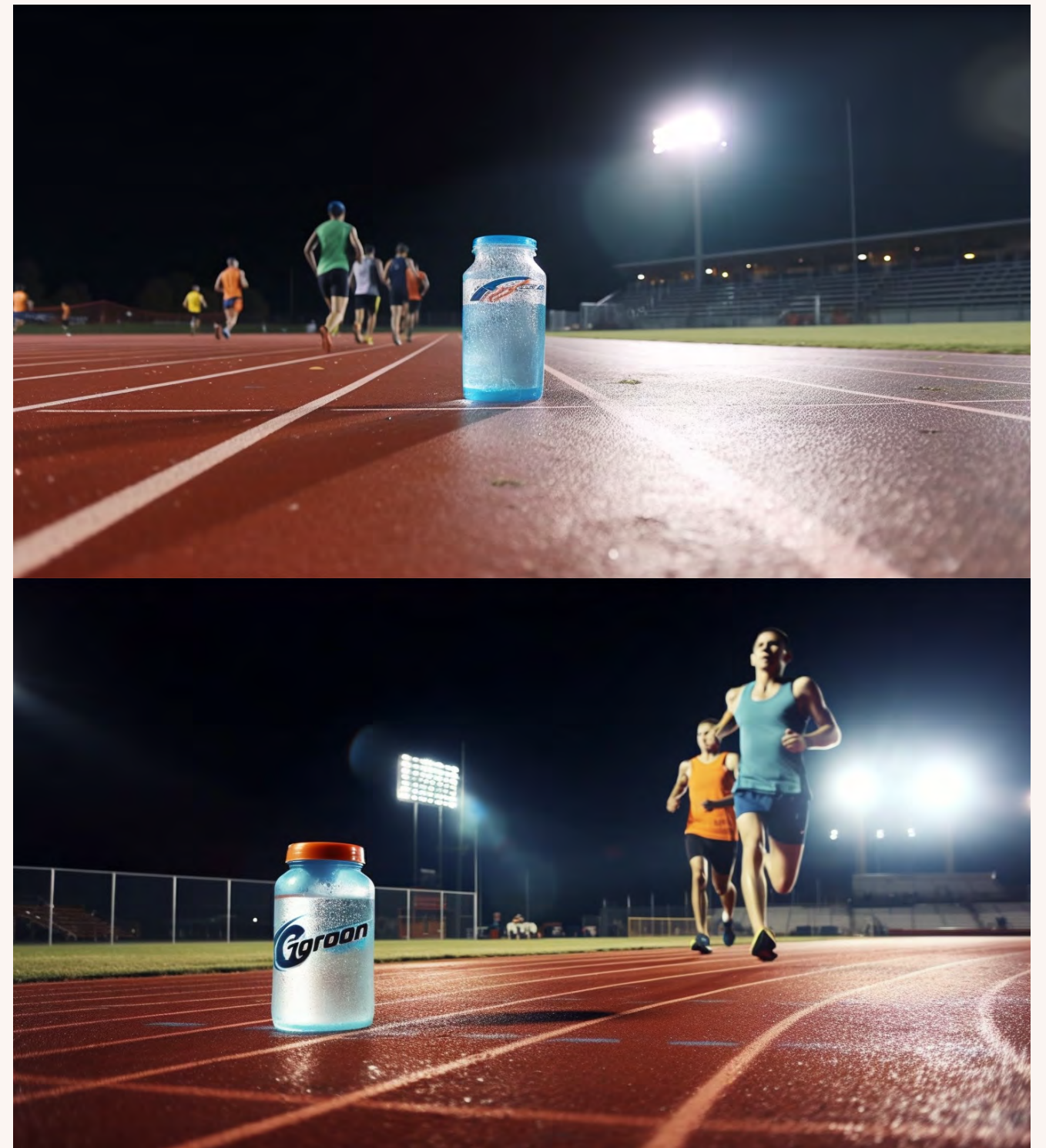
Import A Brand Asset Into Midjourney

From there you can call it into any prompt by copy and pasting the “Copy Link” URL and then writing your prompt.



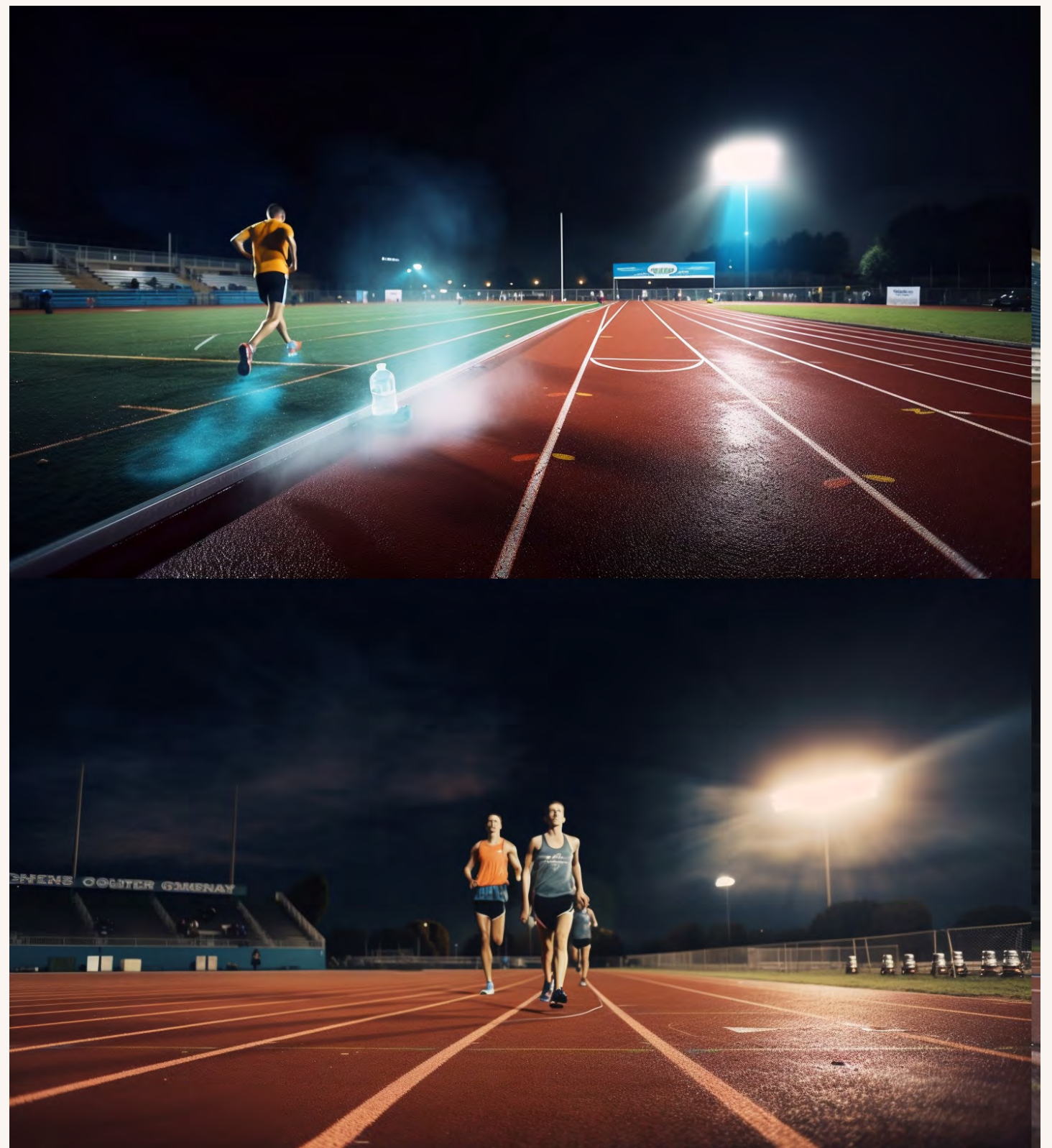
Now Write A Prompt After The URL

// [url] outdoor
photoshoot of track
runners practicing
at night, set in a high
school outdoor
stadium with a track,
bright stadium
lighting illuminating
the track and field at
night, large full moon
in the night sky --ar
16:9



And Experiment With Image Weighting

Here I used
--IW .05 to
make the
Gatorade
bottle smaller
so it's easier
for me to
photoshop in
later.



Additive Prompting

Using @NickFloats Additive Prompting Process

Nick St. Pierre has created this amazing process in Chat GPT for building a matrix to try out different camera styles, subjects, locations, etc.

Using @NickFloats Additive Prompting Process


//Please create a
table that breaks
down an interior
architecture
photograph composition
into the following
key elements, where
each of these key
elements is a column:

Cont. Additive Prompting Process

//Composition, Camera
Angle, Style, Room Type,
Focal Point, Textures,
Detail, Color Palette,
Brand, Lighting,
Location, Time of Day,
Mood, Architecture
Fill the table with 10
rows of data, where:
Composition = “Editorial
Style photo”

Additive Prompting

Process Outcome



Composition	Camera Angle	Style	Room Type	Focal Point	Textures	Detail
Editorial Style photo	High Angle	Minimalist	Living Room	Statement Wall Art	Smooth	Clean lines
Editorial Style photo	Low Angle	Modern	Kitchen	Island with Pendant	Polished	High Gloss
Editorial Style photo	Eye Level	Industrial	Bedroom	Brick Wall	Raw	Exposed Pipes
Editorial Style photo	Aerial View	Scandinavian	Dining Room	Pendant Light Fixture	Natural Wood	Hygge
Editorial Style photo	Wide Angle	Contemporary	Bathroom	Freestanding Tub	Marble	Luxurious
Editorial Style photo	Detail Shot	Mid-century	Study	Eames Chair	Leather	Curated
Editorial Style photo	Tilted Shot	Art Deco	Entryway	Geometric Flooring	Velvet	Decadent
Editorial Style photo	Symmetrical	Traditional	Library	Fireplace	Mahogany	Ornate

Creating An Mnemonic

What is needed in a prompt?

C - Camera

L - Location

A - Artistic Style

M - Mood

S - Subject

What is needed in a prompt?

C - Polaroid picture of

L - downtown NYC apartment interior

A - a high end fashionable

M - looking cheerful, bright, and well decorated

S - a chess competition

C - Camera

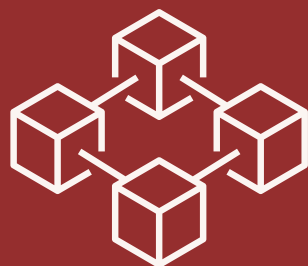
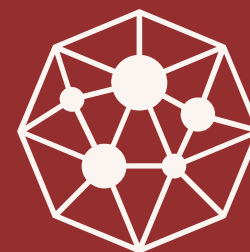
L - Location

A - Artistic Style

M - Mood

S - Subject

THANK YOU!



@jeffmacaddress