

Martin Schaldemose

Midjourney Master

Unleash your imagination and learn how to create amazing images with Midjourney AI



Learn how to create amazing images with Midjourney!

With its practical examples and concise visual instructions, this book is a valuable tool for providing an exciting and educational introduction to the Midjourney AI tool for creating digital images, photos, and graphics. The aim of the book is to turn the reader into a 'Midjourney Master' in no time.

The book is not only for beginners but also for experienced Midjourney users. Even experts will surely find plenty of inspiration, valuable insights, and new useful tips and tricks.

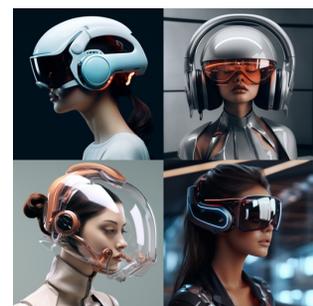
Anyone who wants to start creating images with AI technology can read the book, and you don't need experience in programming, graphic work, or AI. The book takes the reader on an exciting journey into the fascinating world of Midjourney.

Create new products and designs.

Midjourney can be used to create exciting graphics for social media, news media, and more. In the design industry, designers, engineers, and architects can use generative AI to quickly create prototypes for new products, reducing the time spent in the ideation phase of product creation before it hits the market. It becomes cheaper and even faster to bring new services to consumers when you understand how to use these new AI tools.



Martin Schaldemose has for many years, worked in software development, computers, technology, and agile project management as a focal point. He is an agile practitioner, coach, and consultant with a strong curiosity for technology. He believes that theory becomes interesting when combined with technology to transform ideas and dreams into concrete products and services that provide measurable improvements in the real world.



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Martin Schaldemose

MIDJOURNEY MASTER

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1. Foreword

Welcome to "Midjourney Master".

The book, with its practical examples and short visual guides, is a great tool to give you, as a reader, an exciting and informative introduction to the tool Midjourney AI, for the production of digital images, photos, and graphics. The intention of the book is to make you a "Midjourney Master" in almost no time.

The book is not only for beginners but also for those familiar with Midjourney; they are welcome to read along. Those who are already experts will certainly also find plenty of inspiration, occasional gems, as well as new useful tips and tricks. Anyone who wants to start creating images using AI technology can read the book, and you don't need experience with programming, graphic work, or AI. The book takes readers on an exciting journey into the wonderful world of Midjourney.

Throughout the book, you can find various QR codes that you can explore further. Scan them with your mobile phone, subscribe to the newsletter, and find even more tips and tricks online on your way to becoming a Midjourney Master. At the time of writing, Midjourney has been released in version 5.2 (October 2023). Midjourney continually releases new updates.



Thank you for showing interest in this book! Thanks to all those who inspired me to write this book, as well as all the tips, tricks, and inspiration for pictures that I myself have found online. Let's continue to share knowledge and experiences in the Midjourney community.

Enjoy!

2. Introduction

We humans have a special unique ability to dream, fantasize, and imagine things that don't exist in reality. The sentence 'It is the imagination that sets the limits' carries many layers of meaning, related to human potential, creativity, and the boundaries of reality.



*"/imagine prompt: It is the imagination that sets the limits"
(--seed 1739505794) (Job ID: 3a70f77d-3d9b-4e6d-a3ec-ee568067cd80)
(Image credits: Martin Schaldemose / Midjourney, Inc.)*

Even though there are certainly physical and societal limitations in the world, the most significant limitations are often those of the mind. When we believe in ourselves that we can achieve something, we are more inclined to find ways to make it a reality. Conversely, if we consider something impossible from the outset, we won't even try.

Art, literature, music, and most forms of human expression are not limited by physical constraints but by the scope of the creator's imagination. Many technological advances have resulted from someone refusing to accept the current limitations. They imagined a different, often better world, and set out to create it.

Human imagination is probably limited in a real sense, but with the help of computers, we can now play with our human creativity and expand our horizon with the help of technology. The most fascinating thing about using technology and artificial intelligence is that with it, we can now manage to create concrete images of the notions we play with, and which we could previously only see in our own imagination - now we can see our ideas and fantasies generated on a computer screen right in front of our eyes in almost no time!

Right now, something decisive is happening in the art world. Computers and artificial intelligence have already become so good at making real art that it is starting to turn our understanding of artists and art upside down. The same is happening in news dissemination and the spread of fake news, where it has become very difficult to distinguish reality from fantasy and pure fabrication.

The Midjourney tool, which we address in this book, is a generative artificial intelligence program and service created and hosted by the independent research laboratory Midjourney, Inc. based in San Francisco. Midjourney generates images from natural language descriptions, called "prompts," similar to OpenAI's DALL-E, and Stability AI's Stable Diffusion. The tool is currently in open beta, which started on July 12, 2022. Users create illustrations with Midjourney using Discord bot commands given in a prompt.

For example, if you write in the Midjourney prompt `"/imagine prompt: a smiling woman in the style of Leonardo Da Vinci"`, then Midjourney generates four images in less than a minute.



*"/imagine prompt: A smiling woman in the style of Leonardo Da Vinci"
(--seed 2998007516) (Job ID: 08dc6f94-8909-4943-80b6-3d8e9993281a)
(Image credits: Martin Schaldemose / Midjourney, Inc.)*



The computer creates a piece of realistic art. But, who is the artist? Can one even speak of an artist? After all, the computer's algorithms are trained on material that we humans have created. Do we, as humans, influence the art? Yes, we do, since we describe the words that are included in generating the artwork, and thus the computer's output.

Anyone can use Midjourney, and some of the other AI tools already available on the market, but be careful, for once you start, you may find yourself spending a lot of time on this, as you'll undoubtedly get hooked and easily lose track of time.

The greatest technological invention in art history so far has probably been photography, which came about in the 19th century. It was a revolutionary new way to create images mechanically. From that moment on, we could use a lens to depict reality. Before this, one had to use their hands to depict reality, such as in the production of a painting, with a brush and paint on canvas, or with chalk on a cave wall. What artists could do before the invention of photography was not just to reproduce reality but also the opportunity to creatively manipulate reality.

With the advent of artificial intelligence, AI, and software like Midjourney, the computer now becomes an even better tool for the artist, as it becomes a collaborator in the creative process between human and machine.

When we, as humans, communicate with the computer, it is done through an interface, a "prompt", which is the language that Midjourney understands. It's the pursuit of the right prompt in Midjourney, which yields the result you have in mind, that is the exciting creative process. In other words, it is you, as a user and human, who feeds Midjourney with keywords and descriptions, which form the basis for the output that Midjourney creates.

Computers can do much of the work for artists, but can they also inspire artists to create new works? Yes, the computer can, and you will learn even more about this in this book.

It was in the mid-1960s that the first robots were introduced into the automotive industry. When robots entered the workforce, it quickly became clear to us humans that we couldn't match their steel muscles, but also that robots had a lot to catch up on compared to us humans in terms of our creativity and impulsivity. In the beginning, robots and computers were only capable of carrying out very simple calculations and tasks that had been encoded by some programmers.



*"/image prompt: The first industrial robots in the car industry in 1960"
(--seed 2888534675) (Job ID: c4a209ec-9b76-474a-8f8b-85269131213a)
(Image credits: Martin Schaldemose / Midjourney, Inc.)*

It was probably in May 1997, in New York, that the first signs of a computer's increasing intelligence compared to humans appeared when the chess player Garry Kasparov was defeated by a computer that could calculate between 100-200 million chess moves per second. After the 19th chess move and just over an hour of play, the 34-year-old Russian and world chess champion stood up from the table and walked away, having been defeated by a computer. The computer that defeated Garry Kasparov was the supercomputer Deep Blue from IBM, which weighed around 1.4 tons. It was something most people had sworn simply could never happen until the day it actually did. Source: Wikipedia.org



*"/imagine prompt: A futuristic ai robot beating a chess master in a game of chess"
(--seed 727246617) (Job ID: d091a5da-7b4e-4446-8a1d-2a0eed983ba2)
(Billed credits: Martin Schaldemose / Midjourney, Inc.)*

In a world driven by continuous digital transformation, where tasks become more and more intricate, our demand for effective tools becomes crucial. But what exactly is Midjourney? Why has it garnered so much attention, and how can it reshape the way we tackle our daily challenges? You will become more enlightened about all this and much more in this book.

A revolutionary tool in the digital landscape, Midjourney is not just another tool in an ever-growing digital toolkit. It represents a paradigm shift in the world of art and in the creation of designs, graphics, images, digital art, photos, etc. Midjourney is designed with precision, powered by innovation, and refined by user feedback, offering solutions to problems we didn't even know we had a few years ago.

Every year, new tools emerge that fundamentally change the way we work. They don't just improve our work; they transform it. Midjourney has the potential to be such a game-changer, bridging gaps and introducing new innovative features.

A sneak peek into our journey ahead: This book, "Midjourney Master", is your guide to understanding and mastering this revolutionary tool. Whether you are a beginner wanting to understand its basic functions or an expert in Midjourney aiming for advanced mastery, this book can assist you with new tips and tricks as well as inspiration.

In the coming chapters, you will read more about:

- The origin and vision behind Midjourney
- Explore the interface and familiarize yourself with its numerous features
- Unlock advanced techniques to optimize your experience
- Get inspired by many visual examples and prompts

As we embark on this exciting journey together, remember that the goal is not just to understand a software tool but to harness its power to drive change and innovation, optimize processes, and achieve unprecedented results.

Welcome to the world of Midjourney!

3. Midjourney Master

In the rapidly evolving digital landscape, it's invaluable to have a graphic tool that can guide, enhance, and transform your tasks swiftly. Midjourney is that tool. How does one become proficient in mastering this exciting new tool? The "Midjourney Master" book is the definitive guide that unlocks the vast potential of this revolutionary software in easily understandable language. Whether you're a beginner or an experienced user looking to hone your skills, this book offers a transformative journey for you as a reader and user.

First, we start by addressing the basics and then delve into advanced techniques with easy-to-follow instructions.

The book guides the reader from start to finish, from a basic level in Midjourney to mastering more advanced techniques. Grounded in theory and accompanied by a wealth of practical and visual examples, the reader is gently guided through various fundamental techniques, revealing a treasure trove of tips and tricks. Through the execution of all these practical experiments and inspirations, the reader becomes even more trained and experienced, paving the way to become a Midjourney master in no time!

Midjourney is a text-to-image idea generation tool based on generative AI. AI stands for Artificial Intelligence. While traditional AI can analyze data and let the computer describe what it sees, with generative AI, the computer can create and produce something entirely new.

3.1 What is generative AI?

AI stands for Artificial Intelligence. Generative artificial intelligence is a program within a computer capable of generating text, images, or other media using generative models, which are patterns and structures generated by vast amounts of input data. These patterns and structures can be stored and, using mathematical models, utilized to generate new data with similar properties. The implications of generative AI are significant, offering a plethora of new opportunities in creativity and innovation.



*"/image prompt: A computer generating images based on AI"
(--seed 2692978011) (Job ID: 96415985-71f7-46da-affe-ad0547f2e0fd)
(Image credits: Martin Schaldemose / Midjourney, Inc.)*



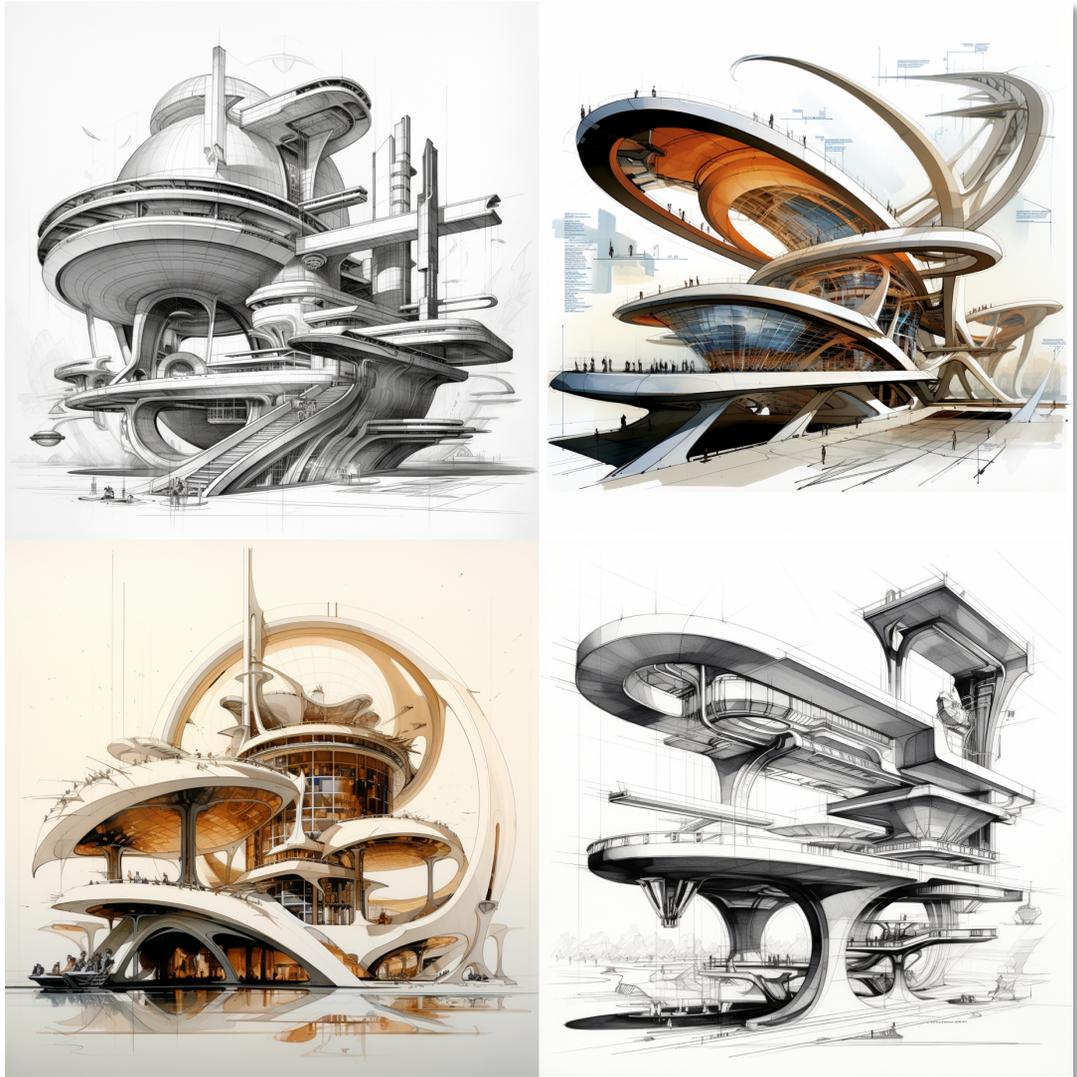
3.2 Create new products and designs

In the industry, designers and engineers, with generative AI, can assist in creating prototypes of new products in moments, thereby reducing the time in the entire idea phase, in the creation of a new product, before it hits the market. It becomes both cheaper and even faster to introduce new services to the consumer if one understands how to use the new AI tools.



*"/imagine prompt: Futuristic new products that have never existed"
(--seed 305623092) (Job ID: 395ba6d3-46d1-4aed-b05c-401501aee039)
(Billed credits: Martin Schaldemose / Midjourney, Inc.)*

Only imagination sets the limits. Architects can get ideas for the design of houses and buildings. Engineers can construct drawings, as well as new products, assemble new elements, and components, which have not been tested in reality before, in just a few moments, with the help of generative AI.



*"/imagine prompt: Sketch of architectural ideas and designs futuristic"
(--seed 1642672134) (Job ID: 8a461c15-717b-4de7-a391-a192d7acee7d)
(Billed credits: Martin Schaldemose / Midjourney, Inc.)*

Graphic designers can create eye-catching advertisements and user interfaces, which can be used for marketing, or in digital solutions, such as films, games, apps, websites, and social media.

In the entertainment industry and within journalism, generative AI can also be used for the creation and production of new exciting and inspiring content in a very short time.



*"/imagine prompt: fake news, professional design" (--seed 36815205) (Job ID: 1b50750f-de42-4972-a754-c3980b98a95d)
(Billede credits: Martin Schaldemose / Midjourney, Inc.)*

4. Introduction to Midjourney

The founders of the Midjourney platform are Midjourney Inc, which is an American research laboratory specializing in design, human infrastructure, and artificial intelligence. They are the ones who develop the Midjourney image generation technology.

The company's primary product is an AI model, also called Midjourney, which generates images informed by a set of inputs executed according to the user's direction (a prompt). The model is accessed via Discord, and artists can also follow the platform to view designs for inspiration or to create artworks.

Midjourney licenses the designs from creators, while users own the images. It is design studios and marketing firms, among others, that use these generated assets to design and create mock-ups for various clients and campaigns. Users of the product have permission to sell the images that are generated, but they waive the right to exclusivity if another person recreates the image with similar input.

„Midjourney was originally founded by American David Holz (Ph.D. in mathematics), who was also the co-founder of the VR/AR company Leap Motion alongside Michael Buckwald in 2010. Leap Motion, Inc. was an American company that developed and marketed a computer hardware sensor device that supported hand and finger movements as input, similar to a mouse, requiring no hand contact or touch. In 2016, the company released new software designed for hand tracking in virtual reality. In May 2019, Leap Motion was acquired by the American company Ultrahaptics.“ Source: wikipedia.org

David Holz began working on Midjourney in August 2021, and first tested the raw image generation technology in September 2021. Midjourney's image-generating software entered limited beta on March 21, 2022, and open beta on July 12, 2022. In July 2022, the research laboratory began testing the third iteration (Version 3) of its image-generating algorithms.

Version 5 of Midjourney was released on March 15, 2023. The model improves its interpretation of natural language prompts, generates images in higher resolution, and supports advanced features such as repeating patterns (tiles). In April 2023, the company released a new feature (describe) that reversed the image generation process, allowing users to convert images into words.