Maximizing Midjourney

LEVERAGING AI ART FOR BUSINESS GROWTH AND PASSIVE INCOME

Lilian Santini

Maximizing Midjourney

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MODULE ONE

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Welcome

What is Midjourney?

Hey everyone! It's a pleasure to welcome you to the Maximizing Midjourney course. By the end of it, you'll be able to use AI to create stunning visuals and also make money from your creativity.

My name is Lilian Santini and I'm a brand strategist and creative director. Last year I discovered Midjourney while I was battling depression and this tool helped me unleash my creativity and express my feelings in a way no other platform did before.

In the process I wrote a book - a collection of poems that were illustrated using Midjourney. I learned a lot on the way and want to show you how you also can take advantage of this amazing tool to create art projects, books, products and more.

In this course I'm gonna show you what I've learned about Midjourney. All you need is a Midjourney subscription - we'll go through all the steps and I'll demonstrate how you can generate spectacular art with it.

I'm delighted to have you here as I share my love and enthusiasm for creating AI art! A warm welcome and sincere gratitude for selecting me as your guide in this course.

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Welcome

What is Midjourney?

We're going to go through Midjourney step by step, using simple language, so that you can learn everything you need to know about generating AI art in Midjourney. Those who are open to learn this revolutionary new tech will be able to make it and thrive in the ever-changing creative landscape. I'm sure that those who understand how to use this technology will be successful.

Midjourney's AI art technology is revolutionizing the creative industry and anyone can learn how to make breathtaking artwork with minimal effort. You don't have to be experienced to generate incredible images - it'll help you unleash your creativity and make impressive pieces for your social media, books, or any other project you like.

AI tech is ever-evolving, and I'll try to stay up-to-date with the changes by adding to the course in the future. Now, let's get started and create some awesome AI artwork! Thanks for joining me in this journey.

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Exploring AI Art Potential

Not sure what AI art can do? Well, it has the potential to create mind-blowing works of art by combining human creativity and machine learning algorithms.

AI art is a new medium that is evolving every day.

You have the opportunity to be at the forefront of this revolutionary new technology. So far, AI art has been used to create everything from realistic photography to video game scenery, book characters, and so on.

With advances in technology, the possibilities are literally endless. Some people are afraid that AI will replace creatives; in my opinion, it will do the opposite: it will empower us to create even greater work, and will make design more democratic. So how does Midjourney work?

Basically, Midjourney's AI art is made by a computer program that has been taught to identify patterns in existing images. It then uses these patterns to create new images that look just like the originals. So, in short, the program references images that we already have on the internet.

The works produced using Midjourney are really impressive and hard to tell apart from artwork created by humans. All you need to do to create an image is give Midjourney specific information (called a prompt) about what type of art you want, and then let it do its magic! This technique is known as prompt craft.

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Midjourney Rules and Ethics

In this lesson I'm going to talk about the rules in Midjourney to make sure you don't break any of them and stay within the parameters of this tool.

The Midjourney guidebook has a section outlining the dos and don'ts. It's crucial to remember it's rated PG 13, so there should be no adult or gore content. So please stay away from shocking or disturbing content.

To be a little more specific, prohibited content examples are detached body parts of humans or animals, cannibalism, blood, deformed bodies, nudity, people in showers or on toilets, sexual imagery, fetishes.

Midjourney is programmed to filter out any kind of offensive content based on parameters such as racism, homophobia, and anything else that could be perceived as derogatory towards a group. You'll see that certain words are restricted in the system. This means it won't generate any prohibited type of content.

I've seen some suggestive content, because some people can't help themselves, but for the most part the platform is really good at catching words and preventing this from happening.

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Midjourney Rules and Ethics

You need to be careful while entering commands as it can lead you to get banned from Midjourney. So, it's important to know the rules and guidelines beforehand.

There's one topic that is not on Midjourney's book, but because it's important to me, I'll mention: it's very easy to look for famous artists and copy their style, but using their name as reference. Just because you can do it, doesn't mean you should.

I believe that artists have the right to opt out of image generation databases when this is an option, and for now, I avoid copying them and try to come up with my own style as much as possible when creating my designs.

So in this lesson we've covered the basics of Midjourney guidelines and how to not get kicked out of the platform. See you in the next lesson!

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Copyright

This lesson is about copyright and the images you generate using Midjourney. Who owns the images, you or Midjourney?

Midjourney images are protected by copyright law. This means that if you want to use an image that was created by someone else, you need to get permission from the person who created it to use it.

If you are the one who created the image, as long as you have a Midjourney subscription, you have the right to the image for personal and commercial purposes. I am not a lawyer, so please check Midjourney's page and read their Terms of Service.

As of today, they state that you have the rights to the images you generate, as long as you are not under these exceptions:

· you created the image with your free trial
· you are a corporation using Midjourney and haven't bought the appropriate plan

If you own a large corporation that makes $1,000,000 USD a year in gross revenue, you must subscribe to a corporate plan to be able to retain the rights of your images.

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Copyright

One additional thing to watch out for is copyright issues when choosing images created by other people as your prompts. You might not get in trouble with Midjourney, but the person who generated the image might try to sue you.

All in all, Midjourney has the final say when it comes to your work. Basically, you own the content you produce and can use it commercially, as long as you don't use anyone else's content without permission.

Always bear in mind that people can access, use and copy what you post in the Public Gallery as well.

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Setting up Discord

Before you can start creating AI art with Midjourney, you'll need to set up a Discord account. If you already have one, then feel free to proceed to the next video.

Discord is a chat application where Midjourney lives. We're going to look at how to set up a discord account first, so that you can sign-up for Midjourney. So let's go ahead and type Midjourney.com, and click on join the beta.

When signing up, you need to create an account by filling in your email address, a username and strong password. You'll also be asked to provide your date of birth. Once that's done, agree to the Terms and Conditions and decide if you want regular emails from them.

Hit 'Continue', verify you're human and check whatever necessary boxes.

Once you confirm that you're a real person, Discord's page will open and you can start creating your very own Discord server.

Let's make sure you verify your account through email. Head over to your inbox and click the link sent by them. When you're taken back to Discord, you'll be able to sign in when you visit Midjourney.com.

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Setting up Discord

Double check that the login username is accurate and allow Midjourney to access your Discord account. Now you're ready to check out the features in Midjourney, explore communities and manage your subscription. You can begin with the free Starter plan, but after roughly 200 images, you'll need to upgrade to a paid plan. We'll cover that in a different video.

You can accept the invitation to Midjourney on Discord. After that, Midjourney will be accessible in the side panel and you can send direct messages using the icon in the top left corner of your screen. To get started, simply type in Midjourney and you'll be directed to the newbie chatroom where you can access your free credits. Simple as that!

In the next lesson, we'll be taking a closer look at the different subscription models so you can figure out which one is right for you. See you in the next lesson!

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Midjourney Platform and Subscriptions

In this video we're going to check out the Midjourney app. Here, you can manage and view all your wonderful creations. Just remember - Discord is for making art, while Midjourney is where you view them and control your account.

You just need to go to Midjourney dot com and log in with your Discord account. Once you do that, you'll be taken to your profile page. Easy-peasy! If this is your first time logging in, you won't see anything here. Take a look at my profile to understand how the interface works - you can create folders and store different works in them for easy access.

You can search across your work using keywords from your prompts. All the content you created will show up below that. You can view your images in order of newest or oldest. You also have the option to browse the top ones which you've starred.

You'll be able to take a closer look at your profile page, view the pics up close, save them using the icon, save them for later by bookmarking and check out the details of the work. If you want to change your profile photo, you can replace it with some artwork you made. Click the three dots on the image, select 'Use as', then decide if you want it as a profile cover or photo. On the left side you'll find more options in the toolbar.

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Midjourney Platform and Subscriptions

The second choice is the community feed, and taking a look you'll see images that have been created recently by Midjourney's top-notch creators. Looking up someone's profile whose work you admire is a great way to get inspired. You can explore their portfolio, check out their other pieces and get some creative ideas for your own project. If you find something you like, just hover over it and add it to your bookmarks. You can also follow other users and get access to their creative works in your own personal feed. That way, you'll be able to see a mix of the creations of both people you're following and yours.

After that, there's bookmarks - where you save all those amazing pieces you find from different artists and designers. I have a ton of images I like to come back to in terms of reference and inspo. Lastly, we can rank images and decide which ones appear at the top of the community feed. This not only helps Midjourney gain feedback on their algorithm but also makes it easier for us to select which images should show up first.

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Midjourney Platform and Subscriptions

We have an option to manage our subscription too - allowing us to upgrade, downgrade or add on extras. For instance, if we want, we can shift between a basic membership and a standard membership. I'll get into the memberships soon and after that, you can explore the Help guide with a bunch of useful references. You also have the ability to change the settings - we'll cover that layer in the course.

In this lesson, we glanced at the Midjourney app – the place you go to manage your portfolio, go through your images and create collections. You can also visit the community feed to get inspired, bookmark all the art pieces you love in your bookmark section and manage your subscription all within the app.

See you in the next lesson!

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MODULE TWO

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How to use Discord

Now we're ready to go into Discord and start generating our images! First we go into Midjourney.com, scroll to the bottom left corner of the screen and click on the three dots. Then select 'Discord' from the list which should be the second option.

The platform might look a bit overwhelming at first but don't worry, I'll explain everything and show you around. On the left, you'll see lots of chat rooms based on various topics. These could include announcements from Midjourney about project status, bug/error reports, or other issues.

In the beginning, you probably will see only a few chat rooms, for newbies. Eventually you will start seeing more options.

You'll be able to add reactions to images others are creating, which is very cool. There are more features on this page, but for now I don't want to overwhelm you - I'll be adding more content to this course in the future and will be covering more details about the platform.

In the video lesson you'll be able to see all the details I explained in this guide. See you there!

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How to craft a Midjourney Prompt

Alright, let's make some art! You've joined the Discord server, made your accounts and found the Midjourney bot. Now it's time to get started - drop in the feed and let's get creative.

First thing, head to the message box at the bottom and type "/imagine". As you start typing, Discord will suggest the command and you'll be able to pull up an "imagined" prompt. To get started, simply press enter. You'll then get a prompt box with the word 'imagine'. That's all you need to do to start typing your idea and generate your images.

The second part of the process is to come up with an idea for your art. You can do that by writing down anything that comes to mind in this box. Get creative! Some simple edits and prompts can be surprisingly effective. For example, a ballerina fox might be just the inspiration you need to get started! You just sent a message to the Midjourney Discord Channel, and you can watch as the AI creates your art from that prompt in real time. There'll be a percentage update telling you how far it is with the process, and it will indicate if it's using the fast or the relaxed mode.

When you use a prompt for the first time, four different variations will show up in a square grid. It usually takes around 90 seconds to generate all four options. While the image is loading, you can even type in another command if you need to. After that's done, just click on it and it'll open up in full screen mode. And that's how you get our Ballerina Fox!

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How to craft a Midjourney Prompt

You will see some letters and numbers on the bottom of the images. The letters U followed by numbers 1-4 at the bottom of the picture give you options to choose one of four images you've made and make it larger and better. That means that the algorithm takes your image and enriches it with extra resolution, detail and features. If you go for the V options on Midjourney, it'll tweak the images generated. Say you pick image 3, it'll take that original one and add variations based off of it. Another option is to upscale the image created on the variation, to the largest size you can get with Midjourney.

After the AI finishes upscaling your image, you can check out the amazing features and details it added. These variations provide more options so we can explore different paths for your concept.

If you absolutely don't like any of the images generated, you also have the option of refreshing the prompt and try to create it again, using the exact same words. Or type again something completely different! Right below the image, you'll find a small button with a rotating arrows icon - give it a try and see if it can help fix certain imperfections, like extra fingers or eyes :D

That's all for now on Midjourney basics. In the next lesson, we'll dig deeper and show you some of the more powerful tools Midjourney has to offer - they can help take your projects to the next level.

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How to style your Midjourney Prompt

Now that we've got the basics of sending commands and receiving images in Midjourney, let's go a little bit more in-depth and look into prompt craft and how to make the most out of using text. When using Midjourney, you can enter in a 'prompt' made up of different elements. You don't have to use all the elements in your prompt, but if you do, it'll help you get closer the outcome you're looking for.

The first part is the text prompt, which we learned in the previous lesson.

The second one is using an image as a base for your prompt. (more on that later)

And the last one are parameters and styles that you can write to give Midjourney more guidance to refine your image. That will tell Midjourney if you want an illustration, a cartoon, a photo that looks like it was taken in the 20's, etc. This is the most technical part of prompt craft and I'll show you some examples.

Midjourney used to have a page which taught people how to imitate the styles of different famous artists, but it's gone now. I always discourage this approach as the artists weren't able to choose whether they wanted it or not, so it didn't feel right. Regardless, there are plenty of other ways to get a stunning image, so it's really not a big deal.

In the video lesson, we'll go through some exercises and I'll show you options for styles and parameters.

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Art Medium Prompts

Experiment with these styles by adding them to your prompt. Example:

/imagine charcoal drawing of humming bird kissing a flower

- Acrylic Painting
- Airbrush
- Ballpoint Pen
- Chalk
- Charcoal Drawing
- Colored Pencil
- Drone Photography (great for bird-eye view)
- Gouache (similar to watercolor, except it's opaque)
- Mixed Media (more than one medium or material is used)
- Oil on Canvas
- Pencil Sketch
- Quilted (better used in landscapes)
- Sculpture
- Stencil
- Tapestry
- Watercolor

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Aesthetic & Style Prompts

· Dreamy: Use this prompt for pastel colors and misty landscapes.

· Gradient: Often uses a pink, yellow, and red color palette.

· Monochrome: Realistic black and white scenes.

· Muted: Results in a faded color palette.

· Photorealistic: You can still tell its art, but a realistic style.

· Pixel Art: A style of digital art using square pixels, associated with 8-bit and 16-bit era computers.

· Rich Color: Deep, often red-dominated color palette.

· Sense of Awe: Tends to generate interesting lighting and realistic characters.

· Underwater: Characters don't necessarily look like they are swimming, but the aesthetic is aquatic.

· Vibrant: Bright-colored hair and clothes on characters; pink , blue, and orange-heavy palette on landscapes.

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Lighting Prompts

· Backlighting: when the main light source is positioned behind the primary subject.
· Blue Hour: Blue-hued light when the sun is mostly below the horizon.
· Cinematic Lighting: Evokes a feeling, often lighting the subject to be slightly more bright than the background.
· Dappled Light: Patches of light and shade.
· Dawn: Often adds pinks and purples to sky colors.
· Dramatic Lighting: Heavy contrast between light and shadows.
· Dusk: Brighter lighting than the "dawn" prompt.
· Flourescent: Neon, glowing colours.
· Golden Hour: Golden hues from the period right after sunrise or before sunset.
· Lens Flare: When a bright light enters the camera lens.
· Midnight: Dark, eerie lighting, often purple or blue-hued.
· Moody Lighting: Dark, soft lighting.
· Overcast: When grey clouds cover the sun.
· Rim Lighting: Light is often behind the subject, outlining them.
· Shimmering Light: Soft, golden light.
· Torchlit: Illuminated by a torch or flame.
· Twilight Hour: Lighting from right before sunrise and after sunset.

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Lighting

In this lesson, get ready to learn all about lighting. It's an essential element of any artwork, so I'm gonna show you tricks and tips on how to create a variety of lighting styles within the Midjourney app. Let's dive in!

The first thing to discuss is the distinction between cold and warm light, as well as look at the different options you have in Midjourney.

Lighting can make or break your prompts, so it's crucial to get it right. Taking control of lighting while editing can really improve your images, and knowing the difference between warm and cold lighting is very helpful.

For instance, wall lighting gives off a nice warm feeling, while a candle might bring more of a mellow aura. Everyone has their own preference - it's all about what works best for you! At the other end of the spectrum, you have 'cold lighting', which is associated with moonlight, daylight and fluorescent lamps. This type of lighting gives a harsher feel to images compared to warm light.

Deciding the kind of lighting to use in your images will help you convey the right message with your image. If you're creating a social media post for your feed, for instance, and your brand is light and airy, the feel of the image should match that.

Check out the video lesson for examples of different lighting options in Midjourney - like soft, hard, volumetric and even natural light from certain times of the day.

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Composition

In this lesson we're going to explore how you can master composition inside of Midjourney. Composition basically means positioning different elements inside of the frame of your image.

This is one of the most important parts when you're generating an image in Midjourney, specially if you want to play with book illustrations. Once you master composition, you can place characters in different scenarios and use different perspectives.

On video I'm going to share how to use text prompts to improve your compositions and gain more control over your images.

Using the same prompt several times, changing only composition techniques, I'll show you how to create different scenarios where the characters have full body or portraits, for example. I'm also going to show you how to create stunning images with macro shots - they come really handy specially if you need an interesting shot of water, flowers, food, insects, etc.

So head to the video to learn the details - see you there!

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Creating Prompts with Images

Now you've mastered the text part of the prompt, we're going to move on to how you can use images as a base for your inspiration.

There are different ways to use images inside of Midjourney, and stock photos are an easy way to start. Websites with copyright-free or public domain images are your best choice. Below are some of my recommended resources if you're unsure of where to look. Just remember to make sure the images are free for you to use!

Unsplash.com is a great option - it's a collection of images released by the photographic community for people to use for free, personally and commercially. Pexels.com is also excellent for sourcing images to use as base for your prompts.

In the video lesson we're going to work with images in different ways:

- using only the image, without any styling - Midjourney will use it as inspiration, but also will add it's own flare
- combining one image of our choice with a text prompt, to control parameters and style
- uploading a photo from my computer and using it as base for the prompt
- combining multiple images inside of the same Midjourney prompt

See you there!

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Experimenting with Prompts

Hi again! In this lesson we'll have some fun - we're going to work with creative prompts and combine not-so-obvious elements.

Midjourney gives us the opportunity to be creative using text only. I suggest you start off by experimenting with Midjourney having fun, without putting too much pressure on yourself - it's a great way to practice and sharpen your skills!

One fun way to explore Midjourney is to combine people, animals and objects in one concept and create a fantastic image. In my case, I'm a spiritual person and love experimenting with angels, gods, tarot decks, so Midjourney is a candy store for me! This is why I see so much potential in creating book characters and also products - you can create something unique that only you thought before.

In our video lesson, I'll give you real time examples of how you can combine different things and generate a unique image.

Please keep in mind that although you can mix Brad Pitt with a frog sitting by a lake, that doesn't mean that I advise you to sell that. Be careful about creating things that resemble Disney characters, famous people, etc. Let's be mindful of possible copyright infringements.

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Experimenting with Prompts

Another interesting option to experiment with prompts in a more abstract way is using a poem or passage from your favorite author and see what comes up. When I wrote my book, I didn't know I was writing it - I started by typing prompts, and eventually they became short poems, so I highly recommend trying that!

One thing that Midjourney hasn't mastered yet is generating real words. If you try to create a logo, it might give you an incredible image, but most likely you'll need to go on photoshop and add the actual text. As a creative director of my branding company, I love using Midjourney to look for references. I don't use the generated images as logos, but sometimes I get an image that sparkles an idea that my team can develop or make it better. Midjourney specially excels on researching symbolism, and since this is a strong suit in my branding projects, it really made a difference in our work.

Here are some things you can experiment with when creating your images: dragons, astrological signs, goddesses, forest animals, sea animals, biblical characters, angels, cities, flowers. And this is just the beginning!

Midjourney has an excellent document that shows styles you can try. I'll show them on our video lesson, and you can look at their page here. In case they change the address of this page later, you can search for "Explore Prompting" on Midjourney's website.

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MODULE THREE

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Essential Parameters

Here is a list of basic Midjourney commands that you'll frequently use on Discord:

- /imagine (e.g. /imagine eggs and bacon).
- /help (info about the bot).
- /info (info about your profile).
- /subscribe (subscribe to the bot).
- /fast (your jobs will be incrementally billed).
- /relax (your jobs do not cost, but takes longer to generate).
- /show <jobid> (revive any job).
- /private (your jobs are private).
- /public (your jobs are public).

This chapter will be upgraded in March with a video and more parameters.
Stay tuned!

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Essential Parameters

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Tile Feature: Creating Patterns

An older version of Midjourney, MJ3, offers the option to create tiles. This is an incredible feature for anyone looking to create patterns.

If you want to use your designs in print-on-demand stores, this feature is for you. You can create and sell the patterns in a bundle to designers or use them in print-on-demand stores.

The possibilities are endless, but the patterns might not always be seamless, so test them in advance. Please watch the video to understand how this is done. Good luck!

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MODULE FOUR

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ChatGPT and Midjourney

ChatGPT, as explained by the company, "uses deep learning techniques to generate human-like responses to text inputs in a conversational manner."

It's a remarkable tool and it can be used to write prompts for Midjourney as well. Keep in mind the capabilities and limitations of AI - the more specific you are, the better. Here are some guidelines for writing prompts:

Be specific: Give clear information about the image you want, such as the size, style, subject matter, etc. The more information you provide, the more likely ChatGPT is to generate an image that meets your requirements.

Use natural language: Write prompts in a clear, concise, and natural language. Avoid using technical jargon or complex sentences. The goal is to communicate your requirements to ChatGPT in a way that is easy for it to understand.

Be creative: Encourage the AI model to generate creative and original images by using open-ended prompts and providing some room for interpretation.

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ChatGPT and Midjourney

Here are some examples of prompts you can ask ChatGPT to create for you. It will build your idea with more details:

- Generate an image of a cat sitting on a windowsill with a cityscape in the background.
- Create a prompt for a black and white illustration of a person sitting on a bench in a park, with a book in their hand.
- Generate a prompt for an image of a futuristic cityscape with flying cars.
- Create a prompt for an image of a close-up of a flower, realistic watercolor style.

When I entered the last prompt on ChatGPT, I got the following:

"Generate a close-up image of a brightly-colored flower in a realistic watercolor style. The image should focus on the details of the flower's petals, leaves, and stem, and should show the unique textures and patterns of each. The background should be soft and blurry, with hints of other plants and flowers visible. The size of the image should be 2048x2048 pixels."

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MotionLeap and Midjourney

MotionLeap is an AI-powered tool for animating images. It can take your Midjourney images up a notch by adding some movement and making it more interesting. I use MotionLeap to create social media content - the app makes a video of the animation and I post that instead of the image. Here are the steps you can follow to animate images using Motionleap:

1. Install the MotionLeap app: You can download the MotionLeap app from the App Store or Google Play Store.
2. Select the image: Open the MotionLeap app and select the image you want to animate. You can choose an image from your camera roll or take a new photo.
3. Apply animation effects: MotionLeap offers a variety of animation effects that you can apply to your image. You can animate specific elements in the image, such as water, fire, or smoke.
4. Preview and adjust the animation: After you have applied the animation effects, you can preview the animation to see how it looks. You can adjust the timing, speed, and other parameters of the animation to get the desired results.
5. Save or share the animation: Once you are satisfied with the animation, you can save it to your camera roll or share it directly from the MotionLeap app to social media or other platforms.

These are the basic steps to animate images using MotionLeap. You can also explore the app's advanced features and tools to create more complex and sophisticated animations.

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D-ID and Midjourney

D-ID is a technology that allows you to identify faces in images and videos, while preserving the visual quality of the content. Here's how you can use D-ID to animate images:

Sign up for an account - they have a free trial

Load the image you want to use: the image should contain a face

Choose the voice and style you want to use

Animate the image

Export the animation: once you have animated the image, you can download it as a MP4 video file.

You can then share the animation with others or use it for social media or any other purpose. Access D-ID here.

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Maximizing Midjourney

LEVERAGING AI ART FOR BUSINESS GROWTH AND PASSIVE INCOME

MODULE FIVE

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Upscaling your images

In order to offer your Midjourney images commercially, it's important to have a high quality image, so that it looks great on larger products, such as posters, t-shirts, or patterns. I use Let's Enhance, an AI-powered image enhancement tool that can be used to improve the quality of your images. You get 10 free credits to start!

This tool uses artificial intelligence to improve the quality of your photos, including increasing the resolution, removing noise, and improving color and brightness. By using Let's Enhance, you can enhance the quality of your photos quickly and easily, without the need for complex photo editing software, such as Photoshop.

Here is how you can use Let's Enhance:

1. Go to the website: https://letsenhance.io.
2. Upload your photo: Click the "Upload Image" button and select the photo you want to enhance.
3. Select the desired level of enhancement, from basic improvements to more advanced enhancements.
4. Start the enhancement process: Click the "Enhance" button to start the enhancement process. The process can take several minutes, depending on the size and complexity of your photo.
5. Download the enhanced photo: Once the enhancement process is complete, you can download the enhanced photo by clicking the "Download" button.

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Choosing your Niche

Before creating products with images you generate with Midjourney, it's important to choose a niche. Knowing what lights you up helps - you want to work with something that makes you happy. Here are some steps to help you choose a niche:

1. Identify your interests: Consider your personal interests and expertise when choosing a niche. Pick something you are passionate about so that you can stay motivated and knowledgeable about the products you are selling.
2. Conduct market research: Conduct market research to determine the demand for products in your chosen niche. You can use tools like Google Trends, Amazon's Best Seller lists and TikTok to gather information about the popularity of products in your niche.
3. Identify gaps in the market: Look for gaps in the market where there is a need for products that are not currently being met.
4. Evaluate the competition: Evaluate the competition in your niche to see what other businesses are offering and how you can differentiate yourself from them.
5. Consider profitability: Researching the average selling price of products, the costs and fees involved, and the estimated shipping and handling costs.

By following these steps, you can choose a niche that aligns with your interests and makes you profit.

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Deciding How to Monetize your Art

There are several ways to monetize AI art. Here are some suggestions:

Selling the art: You can sell your images as digital files or physical prints to individuals or businesses. You can sell the art directly or through your website and online marketplaces such as Printful (my favorite) Society6 or Redbubble.

Illustrate your own book or offer this service to others. You can also sell low-content books on Amazon KDP - a good example is a journal, which you can create in Canva, an easy-to-use design platform. By applying the images you created in Midjourney in the cover and inside pages, you'll make several of those quickly.

Other excellent ways to monetize your artwork:
· sell printables and posters
· sell social media templates with unique designs
· sell patterns for print-on-demand shops and manufacturers

Another possibility is to build your own image library with a monthly or yearly subscription, where your clients can shop for their needs. By offering creative images from your bank and also custom work, you can build a very loyal clientele!

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Maximizing Midjourney

LEVERAGING AI ART FOR BUSINESS GROWTH AND PASSIVE INCOME

MODULE SIX

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Team Building: Midjourney in the Workplace

Midjourney can be a valuable tool for collaboration in the workplace. Here are some ways it can be used by your team:

Concept visualization: Midjourney can be used to easily create visual representations of concepts, ideas, or designs. This can help teams visualize and understand complex ideas, and facilitate collaboration and communication.

Prototyping: AI image generation can be used to quickly create prototypes of products, designs, or user interfaces. This can help teams test and iterate on ideas more quickly, and allow for faster decision-making.

Presentations and marketing materials: Midjourney can be used to create engaging and visually appealing presentations, marketing materials, and promotional content.

Collaborative design: use Midjourney in collaboration with designers and artists to create custom images and designs. This can help teams work more efficiently and effectively, and allow for more creative and innovative results.

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Branding + Customer Engagement with Midjourney

Midjourney can be a valuable tool for branding - it can help you create visually appealing and unique content that stands out in a competitive marketplace. Here are some ways AI images can be used for branding:

Product visuals: create product visuals and product renderings to showcase them in an engaging and realistic way.

Marketing materials: use Midjourney to design marketing materials such as posters, flyers, and social media posts.

Logos and branding elements: Midjourney is a great tool for logo concepts and branding elements. Your team can then perfect the chosen concept to bring it to life.

Promotional content: Midjourney art is perfect for promotional content such as videos, animations, and augmented reality experiences.

By incorporating AI image generation into branding efforts, businesses can create visually appealing and unique content that stands out in a competitive marketplace and improves brand recognition, engagement, and loyalty.

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LEVERAGING AI ART FOR BUSINESS GROWTH AND PASSIVE INCOME

MODULE SEVEN

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Final Thoughts

That's a wrap!

Thank you for taking this course and dedicating your time and effort to learning about Midjourney. I'm so happy to share my knowledge and insights with you, and I hope you're feeling inspired (and empowered!) to create with Midjourney.

The future of artificial intelligence is bright, with new and exciting developments happening every day. AI has the potential to transform the way we live, work, and communicate, and it's an exciting time to be part of this growing community!

Midjourney changed my life, and I will keep learning more about AI. I encourage you to do the same, and explore the many different ways it can be used to make a positive impact in the world.

Once again, thank you for your participation in this course. I wish you all the best in your future projects, and I hope you will continue to explore the exciting world of artificial intelligence.

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