

# Midjourney Guide for beginners

Learn how to prompt and create  
stunning AI-generated images



**SIMPLIFIED**  
AI SOLUTIONS



# Welcome!

If you've ever wanted to bring your wildest ideas to life or create stunning images without years of artistic training, you're in the right place.

This guide will introduce you to Midjourney, a powerful AI tool that turns your words into images. It's that simple.

Midjourney is an AI-powered platform that creates images based on text descriptions, called prompts.

It's like having a digital artist at your fingertips, ready to paint whatever you can describe.

Whether you're looking to create fantastical landscapes, unique portraits, or abstract concepts, Midjourney can help bring your ideas to life.

Although this guide is designed specifically for Midjourney, you can use the principles for image generation that you will learn for any other AI image generation platforms, such as DALL-E 3, Leonardo AI or Flux.

Trust me when I say that creating stunning images is a lot easier than it seems.

Ready to gain some new superpowers?

Then let's not delay this anymore!

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# How does Midjourney work?

The process is simple:

1. You provide a text description of the image you want to create.
2. Midjourney's AI interprets your description.
3. The AI generates an image based on your prompt.

The magic lies in how you craft your prompts.

The more detailed and specific your description, the better Midjourney can understand and create what you're envisioning.

But first things first - you will need to create an account.

At this point in time, they've reactivated the free trial so it's a great opportunity to get started for free.

Simply go to this website and create an account by [clicking here](#)

However, before you start creating images, you need to understand the principles of prompting in Midjourney.

Let me walk you through the process of creating effective prompts. I'll explain each component that goes into making a great image, and show you how each element affects the final result.

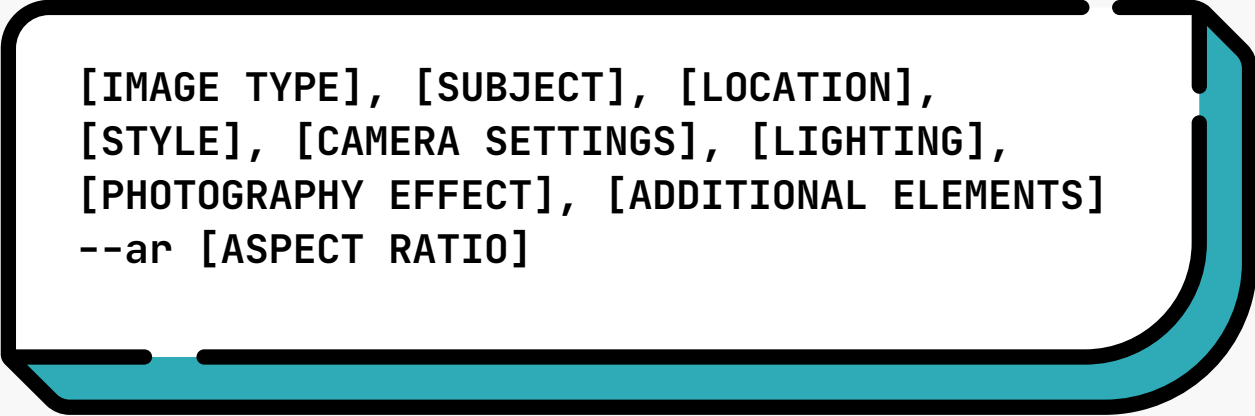


# Crafting your Midjourney prompt

The key to creating amazing images with Midjourney lies in how you structure your prompt.

A well-crafted prompt acts like a detailed set of instructions for the AI, guiding it to create exactly what you've envisioned.

Let's break down the components of an effective Midjourney prompt by looking at this prompt template below.



```
[IMAGE TYPE], [SUBJECT], [LOCATION],  
[STYLE], [CAMERA SETTINGS], [LIGHTING],  
[PHOTOGRAPHY EFFECT], [ADDITIONAL ELEMENTS]  
--ar [ASPECT RATIO]
```

This might look complex at first, but don't worry!

We'll go through each part step by step.

# Crafting your Midjourney prompt

## [IMAGE TYPE]

The **[IMAGE TYPE]** is the first component of our Midjourney prompt. It sets the overall category and composition of the image you want to create.

While we'll be focusing on portraits in our examples, Midjourney is capable of creating a wide variety of image types.

Here are five different image types you can experiment with:

- **Portrait:** A close-up or medium shot focusing on a person or character.
- **Landscape:** A wide view of natural scenery or urban environments.
- **Bird's-eye View:** An overhead perspective, as if viewed from high above.
- **Macro:** An extreme close-up of small subjects, revealing intricate details.
- **Abstract:** Non-representational compositions focusing on colors, shapes, and textures.

For our guide, we'll use "portrait" as our image type in the examples that follow. This will help us see how other components affect the portrayal of a subject.

# The components of the prompt

## [SUBJECT]

The **[SUBJECT]** is the main focus of your image. For portraits, this is typically a person or character. Be as specific as you can about who or what you want to see.

For example:

- "a young woman with curly red hair"
- "an elderly man with a long white beard"
- "a cyberpunk teenager with neon blue hair"
- "a Siamese cat with a blue collar"
- "a beautiful red rose"

## [LOCATION]

The **[LOCATION]** sets the scene for your image. It provides context and can dramatically change the mood of your portrait.

Some examples include:

- "in a bustling city street"
- "on a serene beach at sunset"
- "in a futuristic space station"

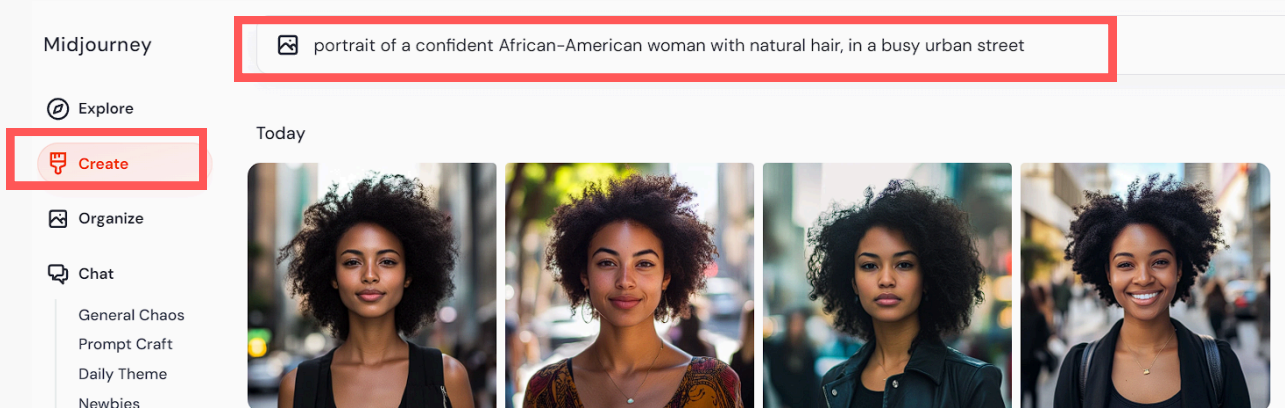
# The components of the prompt

Let's create a base prompt that we'll build upon throughout the guide:

portrait of a confident African-American woman with natural hair, in a busy urban street

Now let's take some action and input this prompt in Midjourney.

Click on Create in the left side menu, type this prompt in the text bar at the top and press enter and... voila!

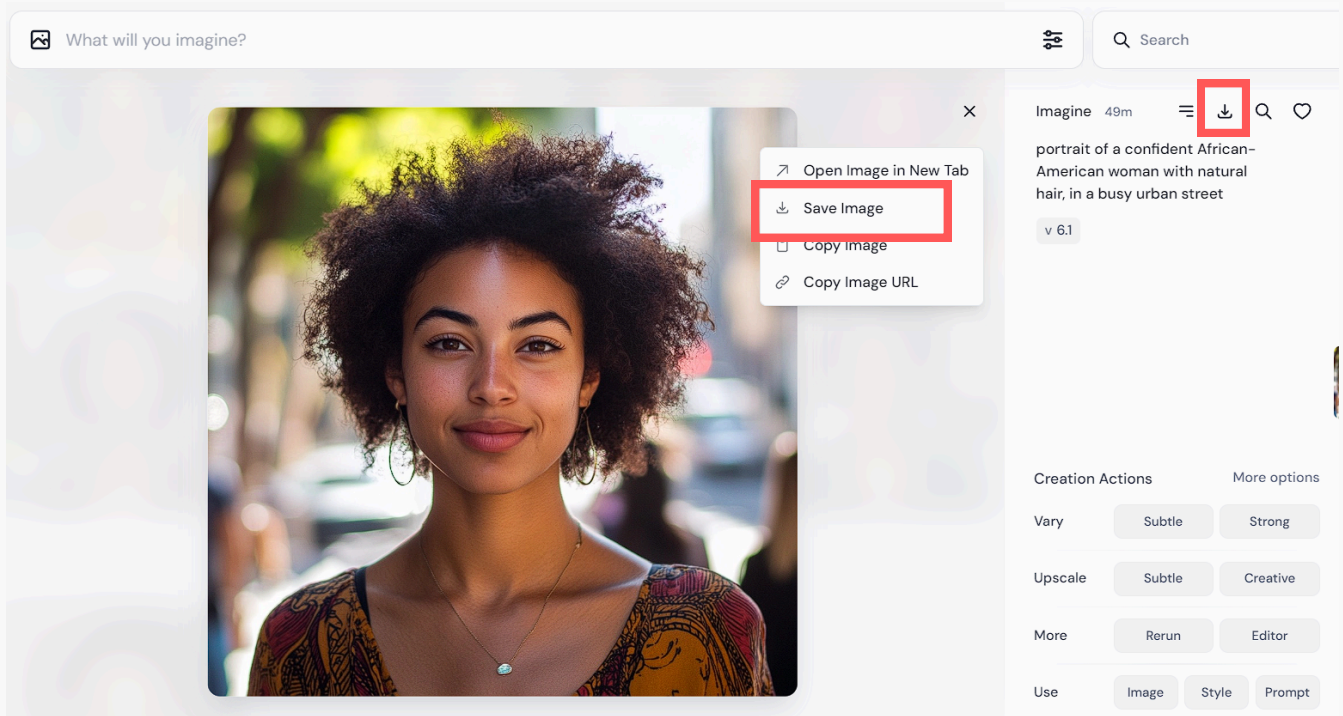


# The components of the prompt

If you click on one of the images, it will open up the image individually so you can see it better.

Note the menu on the right-hand side with a few options for you.

The easiest way for you to download the image is to either click on the icon outlined or by right-clicking on the image and selecting “*Save image*”.



# The components of the prompt

This prompt covers our [IMAGE TYPE], [SUBJECT], and [LOCATION].

We'll add more elements as we go through each component.

Now, let's move on to the next component.

## [STYLE]

The [STYLE] component in your Midjourney prompt helps define the overall artistic approach of your image. It can dramatically alter the mood, era, or cultural context of your creation.

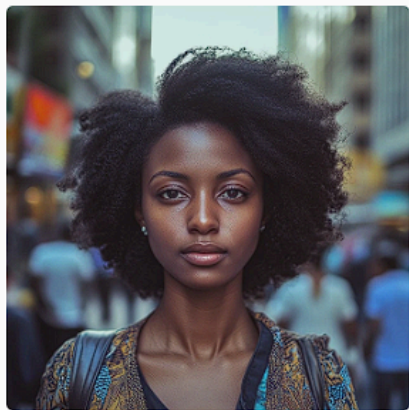
Here are some examples of styles you might use:

- **Cyberpunk:** A futuristic style with neon colors and high-tech elements.
- **Vintage:** An old-fashioned look that evokes nostalgia for past eras.
- **Pop Art:** Bold, graphic style inspired by 1960s pop art movement.
- **Impressionist:** Soft, light-focused style reminiscent of 19th-century Impressionist paintings.
- **Anime:** Stylized look inspired by Japanese animation.

# The components of the prompt

Let's add a style to our base prompt, in this case *vintage style*:

portrait of a confident African-American woman with natural hair, in a busy urban street, *vintage style*

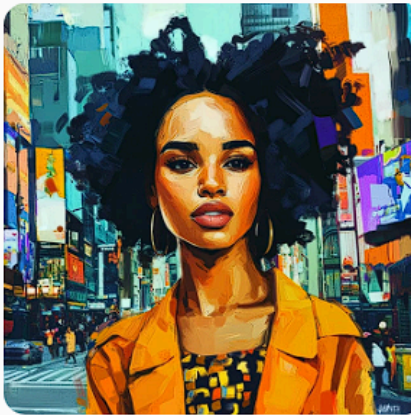




# The components of the prompt

Now let's change the style to *pop art style*:

portrait of a confident African-American woman with natural hair, in a busy urban street, **pop art style**





# The components of the prompt

As you can see, adding the style has transformed our image, giving it a bold, graphic quality characteristic of pop art.

The possibilities are endless, so experiment with different styles.

Now, let's move on to the next component.

## [CAMERA SETTINGS]

The **[CAMERA SETTINGS]** component in your Midjourney prompt allows you to simulate different photographic techniques and equipment.

This can dramatically affect the look and feel of your image, influencing aspects like focus, depth of field, and perspective.

When specifying camera settings, you can mention:

- Camera model
- Lens type and focal length
- Aperture (f-stop)

# The components of the prompt

These elements work together to create different visual effects. Let's look at some examples:

- **Canon 5D Mark IV, 85mm f/1.4 lens:** Ideal for portraits, offering a shallow depth of field with a sharp focus on the subject and a blurred background.
- **Nikon D850, 24-70mm f/2.8 lens:** Versatile for various scenes, providing a balance between wide-angle and zoom capabilities.
- **Sony A7R IV, 50mm f/1.2 lens:** Known for excellent low-light performance and bokeh, perfect for artistic portraits.
- **Fujifilm X-T4, 16mm f/1.4 lens:** Great for wide-angle shots, capturing more of the scene with a sharp focus.
- **Leica Q2, 28mm f/1.7 lens:** Offers high resolution and a wide field of view, ideal for street photography.

Let's add camera settings to our base prompt:

portrait of a confident African-American woman with natural hair, in a busy urban street, vintage style, shot with Sony A7R IV, 50mm f/1.2 lens

# The components of the prompt

Here's the result:



By adding these camera settings, we've likely created an image with a beautiful bokeh effect, where our subject is in sharp focus while the busy street behind her is pleasantly blurred.

The 50mm lens provides a natural perspective, similar to what the human eye sees, making the portrait feel intimate and true-to-life despite the stylized pop art treatment.

# The components of the prompt

## [LIGHTING]

[LIGHTING] plays a crucial role in setting the mood and atmosphere of your image. Here are some lighting examples:

- **Soft Natural Light:** Creates a gentle, even illumination.
- **Dramatic Studio Lighting:** Uses high contrast for intense shadows and highlights.
- **Neon Lighting:** Bright, colorful lights for vibrant and energetic feels.
- **Cinematic Lighting:** Mimics film lighting for storytelling.
- **Golden Hour:** Warm, soft light like shortly after sunrise or before sunset.

Let's add lighting to our prompt:

portrait of a confident African-American woman with natural hair, in a busy urban street, vintage style, shot with Sony A7R IV, 50mm f/1.2 lens, **golden hour lighting**

# The components of the prompt

Here's the result:



By specifying golden hour lighting in our prompt, we've transformed the mood of our image dramatically.

Golden hour, the period shortly after sunrise or before sunset, bathes everything in a warm, soft glow.

This magical lighting creates a romantic and ethereal atmosphere, casting a gentle orange-gold hue across the scene.

# The components of the prompt

## [ADDITIONAL ELEMENTS]

[ADDITIONAL ELEMENTS] can provide context, add interest, or contribute to the narrative.

Examples include:

- **Smoky Background:** Adds mystery or drama.
- **Floating Objects:** Introduce magical or surreal elements.
- **Weather Effects:** Like rain or snow for mood enhancement.
- **Urban Graffiti:** Adds a contemporary, artistic element.
- **Digital Overlays:** For futuristic or tech-themed images.

Let's add an additional element:

portrait of a confident African-American woman with natural hair, in a busy urban street, vintage style, shot with Sony A7R IV, 50mm f/1.2 lens, golden hour lighting, double exposure effect, with floating geometric shapes



# The components of the prompt

Here's the result:



The double exposure blends two images into one, creating a dreamy, layered effect.

Our subject might now be merged with elements of the city skyline or abstract patterns, meanwhile, the floating geometric shapes introduce a dynamic, modern element to the composition adding depth and complexity to the portrait.

# The components of the prompt

## [ASPECT RATIO]

The **[ASPECT RATIO]** is a crucial component of your Midjourney prompt. It determines the shape and dimensions of your image, which can significantly impact the composition and overall feel of your creation.

Here are five common aspect ratios and their uses:

- **16:9 (--ar 16:9)**

This widescreen format is popular for landscapes and cinematic scenes.

It provides a broad, panoramic view that's great for capturing expansive urban environments or sweeping vistas.

- Example: `--ar 16:9`

- **4:3 (--ar 4:3)**

This is a traditional format often used in classic photography and older TV screens.

It offers a balanced composition that works well for portraits and general photography.

- Example: `--ar 4:3`



# The components of the prompt

## [ASPECT RATIO]

- **1:1 (--ar 1:1)**

The square format is perfect for social media posts, especially on platforms like Instagram and LinkedIn.

It creates a sense of balance and symmetry, ideal for centered compositions or abstract designs.

- Example: `--ar 1:1`

- **3:2 (--ar 3:2)**

This is a standard format in many DSLR cameras, offering a natural perspective.

It's versatile for both landscape and portrait orientations, suitable for a wide range of subjects.

- Example: `--ar 3:2`

- **9:16 (--ar 9:16)**

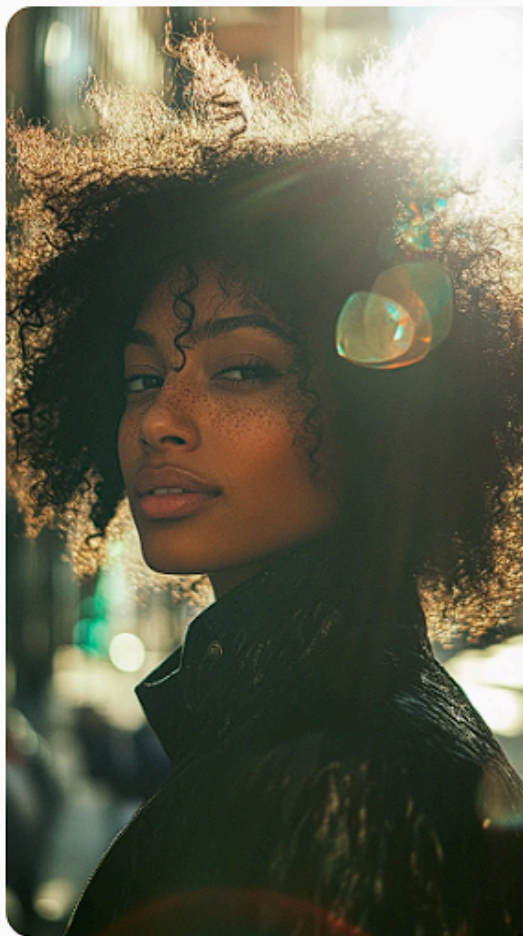
This vertical format is ideal for mobile devices and platforms like TikTok or Instagram Stories.

It's great for full-body portraits, tall buildings, or any subject that benefits from a vertical emphasis.

- Example: `--ar 9:16`

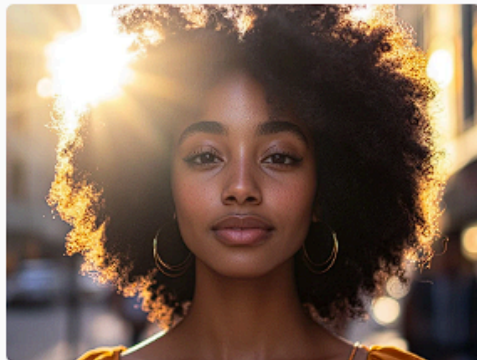
# The components of the prompt

portrait of a confident African-American woman with natural hair, in a busy urban street, vintage style, shot with Sony A7R IV, 50mm f/1.2 lens, golden hour lighting, double exposure effect, with floating geometric shapes --ar 9:16



# The components of the prompt

portrait of a confident African-American woman with natural hair, in a busy urban street, vintage style, shot with Sony A7R IV, 50mm f/1.2 lens, golden hour lighting, **lens flare --ar 4:3**



By now changing the additional effect (lens flare) and the aspect ratio again (4:3), we've got a completely different composition.

# Enhancing AI-generated images

Once you've generated your perfect image with Midjourney, you might want to take it a step further.

This is where upscaling comes in.

Upscaling is a process that increases the resolution and improves the details of your image, making it sharper and more suitable for various uses.

Upscaling tools use AI algorithms to intelligently add pixels to your image, increasing its size while maintaining (and often improving) its quality. This process can:

- Increase image resolution
- Enhance fine details
- Reduce noise and artifacts
- Sharpen edges and textures

Midjourney offers built-in upscaling options, but for even better results, you can use dedicated AI upscaling tools.

# Enhancing AI-generated images

Here's a simple process:

1. Generate your image in Midjourney
2. Download the image to your device
3. Use an AI upscaling tool (I use [Upscayl](#), a free application that you can download on your computer and use locally)
4. Adjust settings as needed (usually, 2x or 4x upscaling works well)
5. Save your enhanced image

If you want to get the best results, here are some tips:

- Start with the highest quality Midjourney output possible
- Experiment with different upscaling tools to find what works best for your style
- Be cautious of over-sharpening, which can make images look artificial
- For best results, combine upscaling with gentle post-processing in a photo editor

Remember, while upscaling can significantly improve your images, it's not magic.

Use upscaling as a finishing touch to make your already great AI-generated art truly shine!

# Closing thoughts

Congratulations!

You've now got the basic tools to start creating amazing images with Midjourney.

Remember, the key to mastering AI image generation is experimentation.

Don't be afraid to mix and match different components in your prompts – you might stumble upon some truly unique and breathtaking creations!

Here are some final tips to keep in mind:

- Be specific in your descriptions for more precise results.
- Try different combinations of styles, lighting, and effects.
- Experiment with various aspect ratios to see how they affect your composition.
- Pay attention to how each component influences the final image.

The world of AI-generated art is vast and constantly evolving. What you've learned here is just the beginning.

There's always more to explore, learn, and create.

# Closing thoughts

As you navigate this exciting yet challenging journey, remember that you don't have to go it alone.

Seeking expert guidance can make all the difference in ensuring a smooth and successful AI implementation.

At [Simplified AI Solutions](#), we specialize in helping businesses like yours integrate AI seamlessly into their operations.

Our team will work closely with you to understand your unique business needs, identify high-impact AI opportunities, and develop tailored solutions that deliver measurable results.

The best way to engage with us is to book a [Free Business Audit](#). In this 30-minute call, we'll discuss what your AI goals are, audit your business, and identify ripe areas where AI and automation can help to grow your business.

You can [click here](#) to book it now.

I really hope you found this guide valuable.

To your success,

*Jaime*