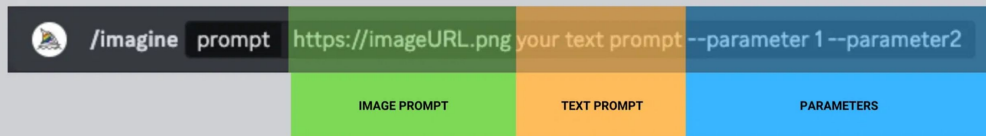


The Secret to Generating Standout Visuals with Midjourney

Mastering the Art of Detailed, Specific Prompts

Anatomy of a Midjourney Prompt



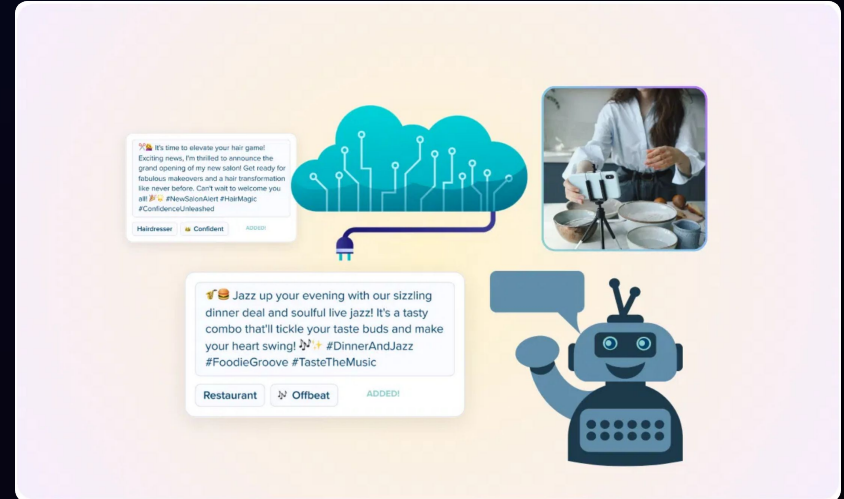
Introduction to Midjourney

Midjourney is an AI-powered tool that transforms text descriptions into stunning visual imagery.

Your prompts are the **creative blueprint** that guides the AI in generating visuals that match your vision.

Well-crafted prompts are the **key difference** between ordinary and extraordinary results.

"The quality of your prompt directly determines the quality of your output."



Basic Prompt

"a cat"

Detailed Prompt

"a fluffy orange tabby cat sitting in a sunlit window, detailed fur, soft lighting, 4K"

Prompt Anatomy 101

Breaking down the **key components** of an effective Midjourney prompt:

Subject

Who or what? (person, animal, character, location, object)

Medium

In what form? (photo, painting, illustration, sculpture, doodle)

Environment

Where? (indoors, outdoors, on the moon, underwater, in the city)

Lighting

What kind? (soft, ambient, overcast, neon, studio lights)

Color

In what shades? (vibrant, muted, bright, monochromatic, pastel)

Mood

Emotion and atmosphere (e.g., mysterious, whimsical, serene)

The Midjourney Prompts

1. Showcase a customer testimonial with a photo, name, and quote, highlighting the positive impact of your services.
2. Introduce a limited-time offer with a countdown timer to create a sense of urgency.
3. Highlight a case study with a brief summary, enticing users to learn more about your success stories.
4. Present an interactive quiz that helps users determine the best service or product for their needs.
5. Feature a video tutorial demonstrating the benefits and features of your services.
6. Showcase a before-and-after comparison of a client's project, emphasizing the value of your work.
7. Introduce a "Meet the Team" section with photos and short bios of your team members.
8. Display a grid of your most recent projects, with hover effects revealing project details.
9. Offer a free downloadable resource, such as an eBook or checklist, in exchange for users' contact information.
10. Highlight a recent industry award or recognition your company has received.
11. Present an interactive map showing the locations of your clients or projects.
12. Feature a live chat option for users to ask questions and receive immediate assistance.
13. Display a series of client logos, demonstrating your experience working with reputable brands.
14. Showcase a behind-the-scenes look at your design process, with photos or videos of your team in action.
15. Introduce a section for frequently asked questions, addressing common user concerns.
16. Highlight a recent collaboration or partnership with another company in your industry.
17. Present a series of infographics or data visualizations that demonstrate the effectiveness of

A majestic white wolf

digital painting

in a snowy forest

with moonlight


blue and purple tones

mystical atmosphere

The Power of Specificity

Why **specific details** transform your Midjourney results:

- ✓ Provides clear direction to the AI
- ✓ Reduces ambiguity and unexpected elements
- ✓ Creates more consistent results across iterations
- ✓ Allows for precise control over visual elements

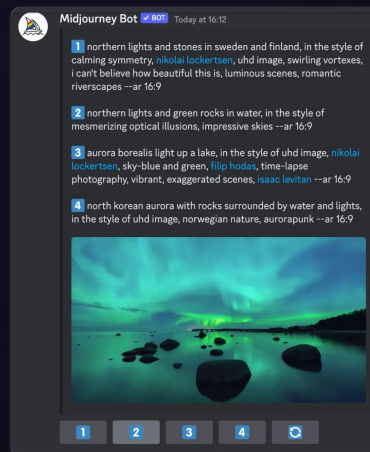
 *The more specific your prompt, the closer the output will match your vision.*

Compare these examples:

Vague Prompt

"a landscape with mountains"

Result

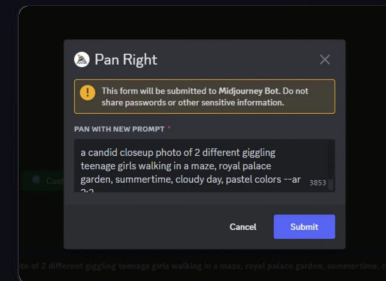


Generic, unpredictable outcome with limited control

Specific Prompt

"snow-capped mountains at sunset, alpine lake reflection, golden hour lighting, dramatic clouds, ultra detailed 8k photography"

Result



Precise, controlled outcome matching the intended vision

Advanced Techniques – Parameters

Enhance your prompts with **powerful parameters** :

Style `--style`

Controls Midjourney's aesthetic style

Aspect Ratio `--ar`

Sets width:height ratio

Quality `--quality`

Sets rendering detail level

Chaos `--chaos`

Controls randomness (0-100)

portrait of a cyberpunk woman `--ar 2:3 --style 750`

Midjourney Prompts Cheatsheet

Prompt structure

Basic

`prompt` description phrase

Advanced

`prompt` image_URL-1 image_URL-2 description phrase `--parameter 1 --parameter 2`

Details (description phrase)

Subject: person, animal, character, location, object, Abraham Lincoln, futuristic cityscape, enchanted forest

Color: earth tones, sepia, vibrant primary colors, cool colors, warm colors, gradients

Medium: charcoal drawing, stained glass, graffiti, watercolor, digital art

Mood: melancholic, whimsical, dramatic, peaceful, nostalgic, tense, energetic

Environment: mountain peak, dense jungle, outer space, indoors, outdoors

Composition: closeup, Landscape, wide-angle, birds-eye view, macro, isometric view, silhouette, split-screen, panoramic, portrait, headshot

Lighting: soft, overcast, neon, studio lights, golden hour, moonlit, backlit

Ex. `prompt` dramatic water color painting of Lincoln on a mountain peak

Parameters

`--ar 16:9`

Aspect ratio width:height

`--v 5`

Model version

`--q`





Quality. Changes time to spent for rendering the image.
Value range: 0.25-1

`--iw`

Image weight. Adjust importance of image vs text portion of the prompt.
Value range: 0.25-2

Visual Style Mastery

How to specify **art styles** , mediums, and techniques:

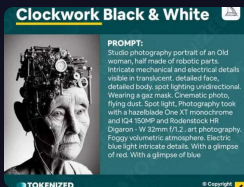
-  Include specific art movements
-  Name artists for style reference
-  Specify photography or illustration techniques
-  Mention physical or digital mediums

Style Formula:

[Subject] + in the style of + [Art Style/Artist/Medium]

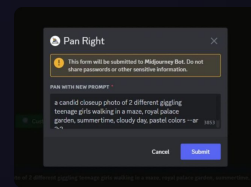
Example: "A mountain landscape in the style of impressionist Claude Monet, oil painting, vibrant colors"

Impressionism



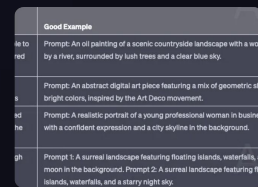
monet, renoir, loose
brushstrokes, light effects

Cyberpunk



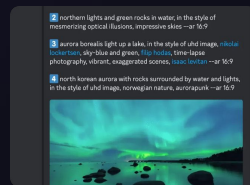
neon, futuristic, dystopian,
high-tech

Watercolor



flowing, transparent, soft
edges, paper texture

Art Deco



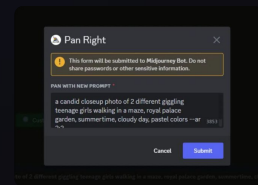
geometric, symmetrical,
bold, luxurious

Anime



manga, japanese, stylized,
expressive

Photorealism



detailed, lifelike, 8k,
photography

Common Mistakes to Avoid

Pitfalls in prompt writing and **how to fix them** :

⚠ Using Negative Language

Describing what you don't want often backfires, as the AI may focus on the unwanted element.

"A landscape without clouds or trees"

✅ Solution

Use positive descriptions and the --no parameter for exclusions.

"A desert landscape with clear blue sky --no clouds --no trees"

⚠ Overly Complex Prompts

Too many details or contradictory elements confuse the AI.

"A futuristic yet ancient temple that's both underwater and in space with neon lights but natural lighting"

⚠ Ignoring Composition

Not specifying framing or perspective leads to unpredictable results.

"A red sports car"

✅ Solution

Include camera angle, distance, and framing.

"A red sports car, 3/4 front view, low angle shot, dramatic lighting"

Before

How to Craft Effective Midjourney Prompts	Good Example	Bad Example
Provide as much detail as possible to ensure the AI generates the desired image.	Prompt: An oil painting of a scenic countryside landscape with a wooden cabin by a river, surrounded by lush trees and a clear blue sky.	Prompt: A painting of nature.
Use specific language and avoid vague or ambiguous descriptions.	Prompt: An abstract digital art piece featuring a mix of geometric shapes and bright colors, inspired by the Art Deco movement.	Prompt: A colorful art piece.
Consider the context and intended use of the image when creating the prompt.	Prompt: A realistic portrait of a young professional woman in business attire, with a confident expression and a city skyline in the background.	Prompt: A portrait of a woman.
Test and refine the prompt through trial and error.	Prompt 1: A surreal landscape featuring floating islands, waterfalls, and a hot air balloon in the background. Prompt 2: A surreal landscape featuring floating islands, waterfalls, and a city skyline in the background.	Prompt: A surreal landscape.

"portrait of a woman"

After

Anatomy of a Midjourney Prompt



"portrait of a woman with natural lighting, shallow depth of field, 85mm lens, professional photography"

Practical Prompt Templates

Ready-to-use templates for **different visual needs** :

Portrait Template

[person description] , [emotion/pose] , **portrait** , [lighting] ,
[camera lens] , **professional photography** , [style] --ar 3:4

Perfect for character portraits and headshots

Landscape Template

[location] with [key features] , [time of day] , [weather] ,
atmospheric , [photography style] , **ultra detailed** --ar 16:9

Ideal for scenic views and environments

Product Template

[product] , **product photography** , [material] , [background] ,
studio lighting , [angle] , **advertisement quality** , **8k**

Great for marketing and e-commerce visuals

Concept Art Template

[subject] in a [setting] , [art style] , **concept art** , [mood] ,
highly detailed , [color palette] , **professional**

Ideal for game and film concept development

How to Adapt Templates:

1. Replace variables (in cyan) with your specific details
2. Keep the highlighted terms (in yellow) for quality control
3. Adjust aspect ratio parameters to suit your needs
4. Add style parameters at the end (--stylize, --quality)



Start with templates, then customize to develop your own style!

Tips from the Pros

Expert advice for standout results:



Iterate and Refine

Generate multiple versions and incorporate successful elements into subsequent prompts. Save prompts that work well as templates.



Use the Seed Parameter

When you find an image you like, use its seed number (--seed) to create variations while maintaining the core composition.



Weight Your Keywords

Use :: to increase importance (weight) of specific terms. More colons means higher weight. Example: "cat::3 dog" makes cat 3x more prominent.



Reference Images

Use image URLs in your prompts to guide style, composition, and color palette while maintaining your text prompt's subject.



Pro Workflow for Prompt Experimentation

- 1 Start with a simple core concept and generate initial images
- 2 Add style and medium specifications to refine the look
- 3 Experiment with **parameters** (--stylize, --chaos, --quality)
- 4 Use variations (V buttons) to explore similar options
- 5 Upscale your favorite results for higher resolution
- 6 Save successful prompts in a **personal library** for future use





"The difference between good and great Midjourney results isn't luck—it's methodical experimentation and attention to detail in your prompts."

— Professional AI Artist

Anatomy of a Midjourney Prompt

Conclusion & Resources

★ Key Takeaways

-  **Specificity** is the foundation of exceptional Midjourney results
-  Include **subject, medium, environment, lighting, color, mood, and composition**
-  Use **parameters** to fine-tune and control your results
-  **Iterate and experiment** to develop your own prompting style






Your words shape the AI's vision!

Want more AI prompt strategies?



Visit **keyforriches.com** for free tools & guides.

📖 Resources for Further Learning

-  **Midjourney Documentation** – Official guides and parameter references
-  **Midjourney Discord Community** – Learn from other creators
-  **Prompt Craft Channel** – Dedicated space for prompt techniques
-  **Art Style Reference Guide** – Visual library of artistic styles
-  **Photography Terms Glossary** – Camera and lighting terminology

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