

# AI x Design

Professor Danne Woo

[aixdesign.danne.design](mailto:aixdesign.danne.design)

DESN 370

Fall 2024

Monday 1:40 PM – 5:30 PM

Klapper 107 / Hybrid

# Illustration and Image AI Generation

“An image of someone using a text-to-image generative AI platform”

- Mid Journey v6.1



# Technical Advancement and Impact

## Industry Changes and Job Transitions

### **Camera Obscura, 1021**

Artists began using it to trace images, which improved accuracy in drawings and paintings.

### **Daguerreotype, 1831**

Photography as a profession was born.

### **Kodak Brownie Camera, 1900**

With an increase in amateur photography led to a need for more film and development. This also create a job for photo journalism.

### **Polaroid Camera, 1948**

Everyone became an instant photographer and helped with real estate, identification, fashion and events.

### **Digital Camera Prototype, 1975**

Jobs were created for digital imaging technicians and digital archivists.

### **Apple II Personal Computer, 1977**

Digital artists, creative coders and designers were born as well as desktop publishers and software developers.

### **Photoshop, 1988**

Jobs were created in graphic design, photo retouching, digital arts and multimedia designers.

### **Camera Phones and Instagram, 2007 / 2012**

Anyone could easily shoot and share their experiences with the world creating digital influencers.

### **Generative AI, 2021**

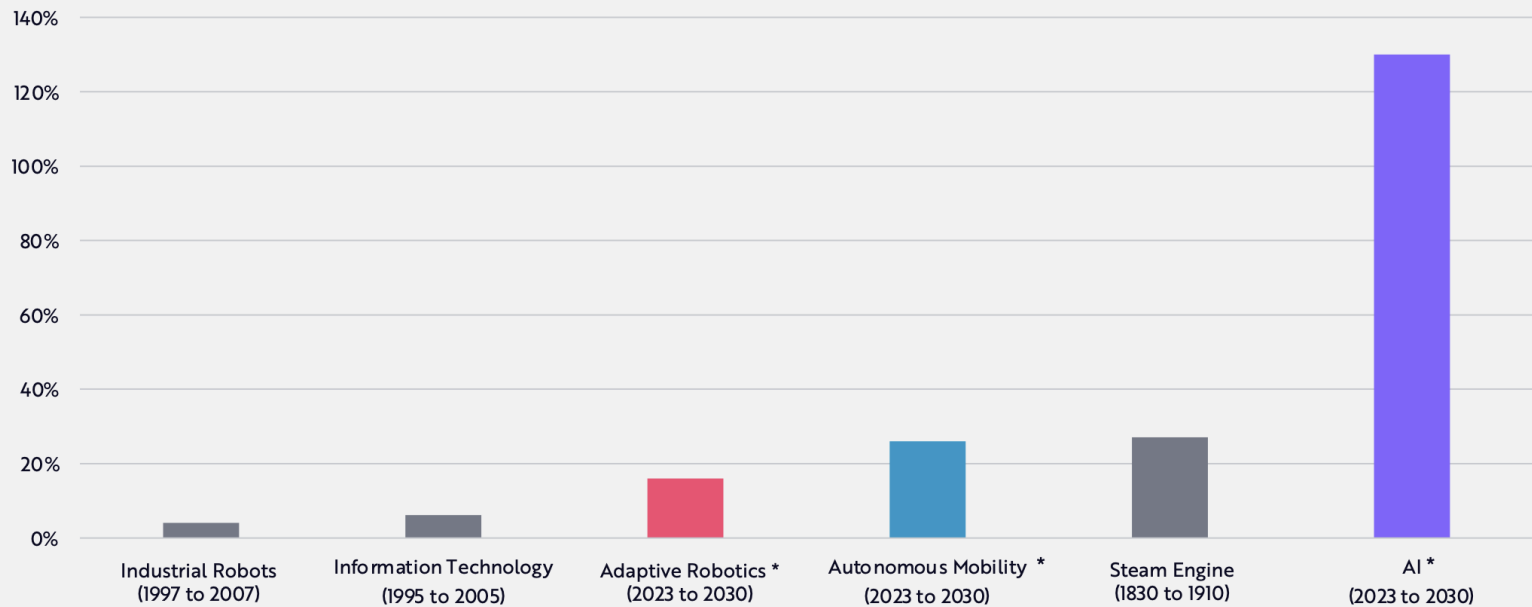
It is unclear what types of jobs will materialize around this technology, but some potential jobs could be prompt engineers, AI-augmented creative roles, experimental digital artists, AI-assisted content creators, machine learning specialists, creative data specialists, AI-driven brand consultants...

# Technical Advancement and Impact

Economic Impact (ARK Investments)

## The Impact Of These Technologies On The Economy Should Prove Dramatic

**Economic Impact of Select Major Technologies**  
(Cumulative Increase In Real GDP Attributable to Technology After Introduction)



# Generative Art and Design

Code + Random

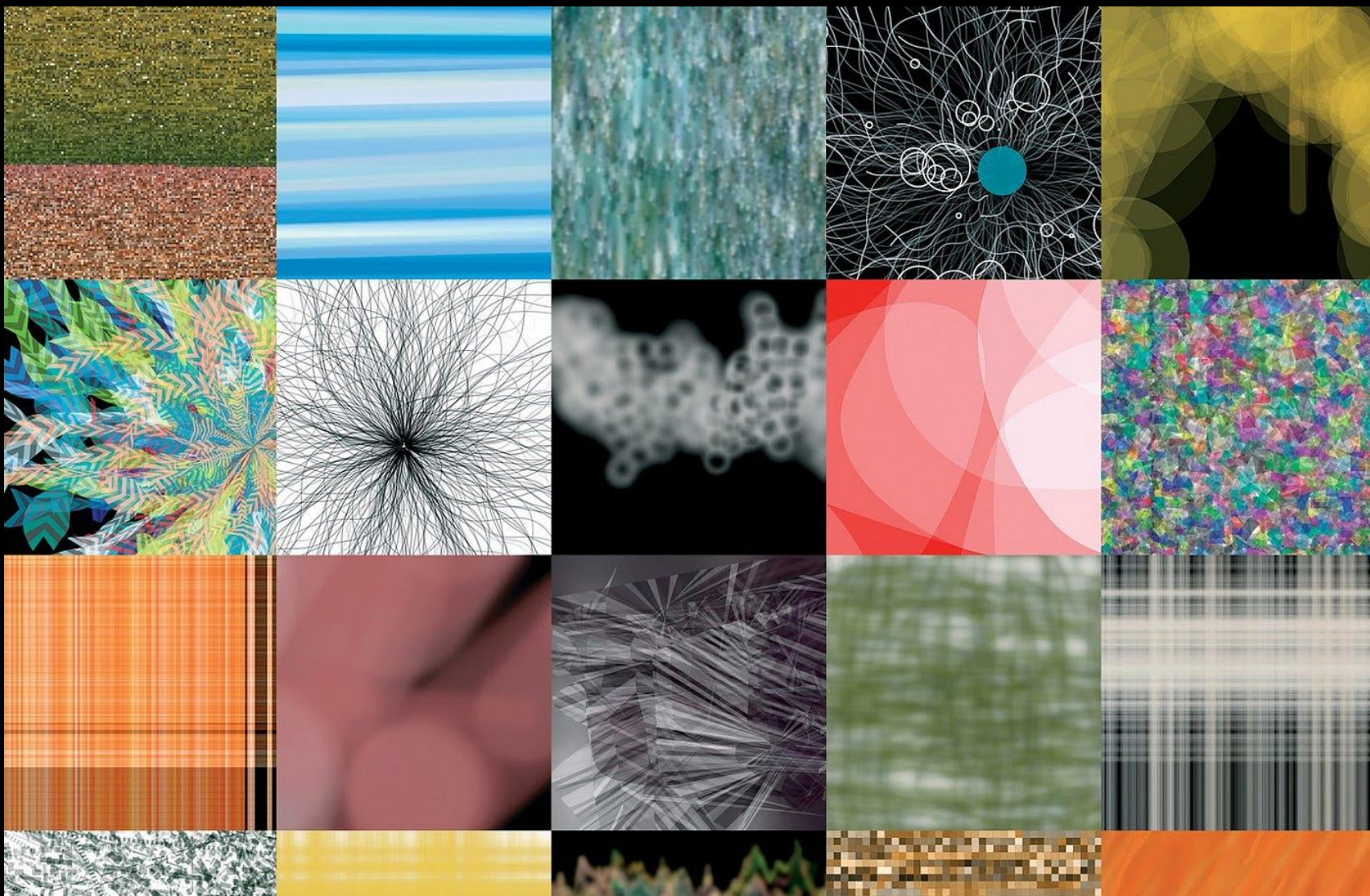
The screenshot shows a p5.js Web Editor interface. The browser address bar displays the URL `editor.p5js.org/dannewoo/sketches/hppg6Z3V2`. The editor title is "p5.js Web Editor | Week 4 - Random Shapes by dannewoo". The code editor on the left contains the following JavaScript code:

```
1 var maxCol = 5;
2 var maxRow = 4;
3 var circleD = 60;
4 var maxPoints = 10;
5
6 function setup() {
7   createCanvas(600, 400);
8   smooth();
9   noStroke();
10  background(255);
11
12  var xSpacing = (width/maxCol);
13  var ySpacing = (height/maxRow);
14  //translate(55, 45);
15  for (var x = 0; x < maxCol; x++) {
16    for (var y = 0; y < maxRow; y++) {
17      if (x == 3 && y == 2) {
18        fill(0, 255, 0);
19      } else {
20        fill(0);
21      }
22      push();
23      translate(x*xSpacing, y*ySpacing);
24      beginShape();
25      for (var i = 0; i < maxPoints; i++) {
26        vertex(random(10, 100), random(10, 100));
27      }
28      endShape();
29      pop();
30    }
31  }
32 }
```

The preview window on the right displays a 4x5 grid of 20 shapes. Most shapes are black, but the shape in the third row, fourth column is highlighted in green. The shapes are generated by a random process, creating various abstract, angular forms.

# Generative Art and Design

John Maeda



# Generative Art and Design

Zachary Lieberman



# Generative Art and Design

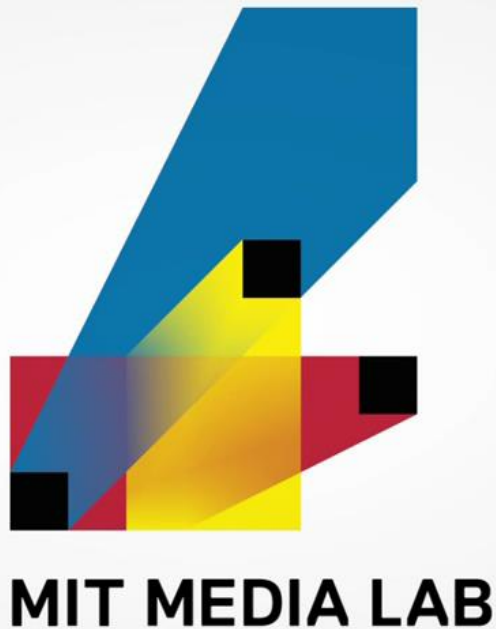
Rune Madsen





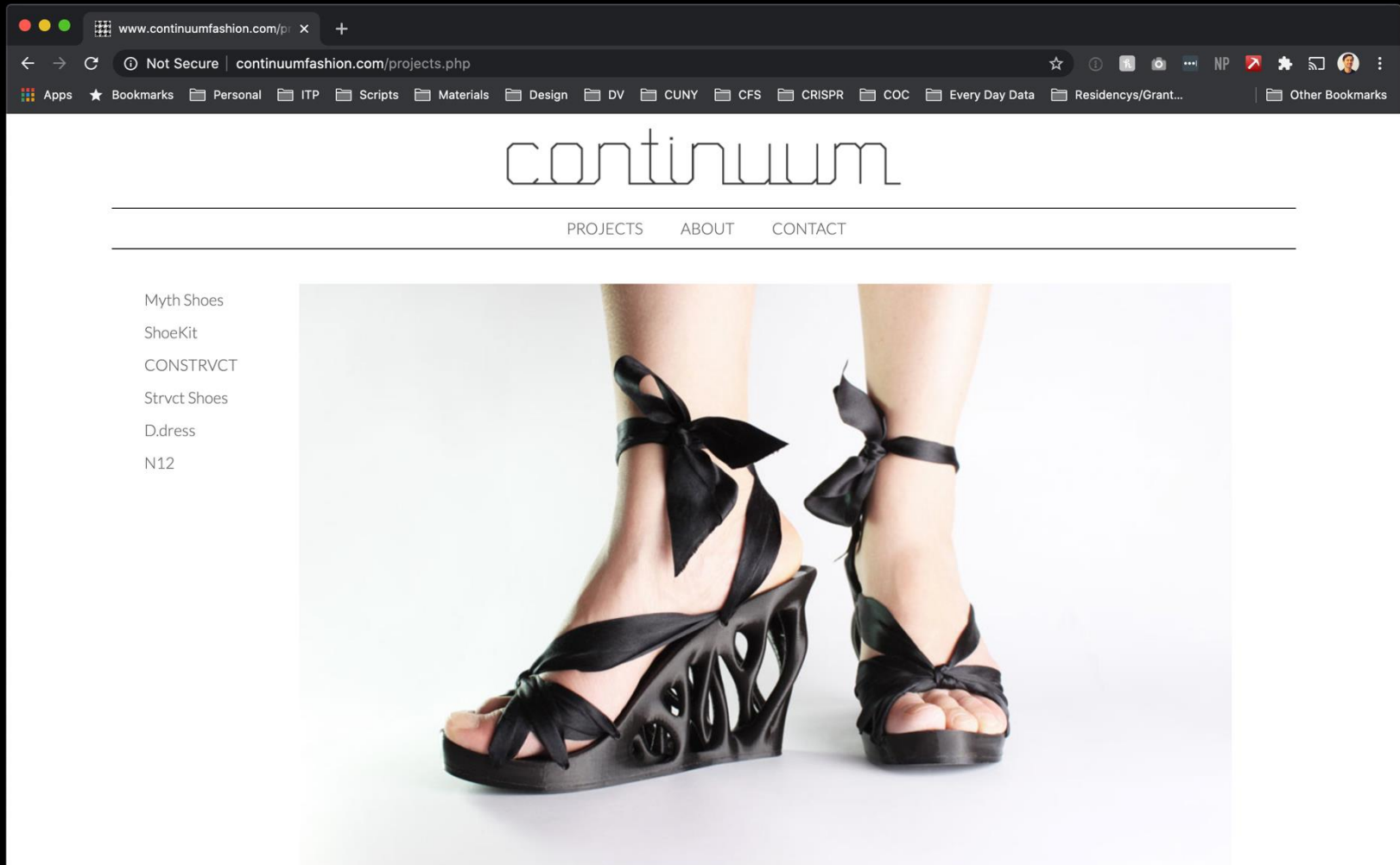
# Generative Art and Design

The Green Eyl / MIT Media Lab Logo



# Generative Art and Design

Continuum Fashion



# Generative Art and Design

Creative Coding Course (creativecoding.danne.design)

The screenshot shows a web browser window with the address bar displaying 'creativecoding.danne.design'. The browser's bookmark bar is visible with folders for 'Personal', 'Olivia', 'Scripts', 'Materials', 'Design', 'DV', 'CUNY', 'CFS', 'DVS', 'COC', 'MIT DS', 'Every Day Data', and 'ITP'. The page content is split into a dark sidebar on the left and a main content area on the right.

**Creative Coding**  
Creating art and designed projects using code

**Home**

**Helpful Links**

**Inspiration**

**Student Work**

**SYLLABUS**

Week 01: Intro to Creative Coding and p5js

Week 02: Forms, Shapes and Variables

Week 03: Computational Color and Export

Week 04: Repetition, Decisions

**Creative Coding**

Queens College  
ARTS 249  
Creative Coding

Spring 2024  
Thursday, 10:00 AM – 1:50 PM  
[Slack Channel](#)  
11:30 AM – 1:45 PM optional One-on-One Zoom: [Schedule a time here](#)

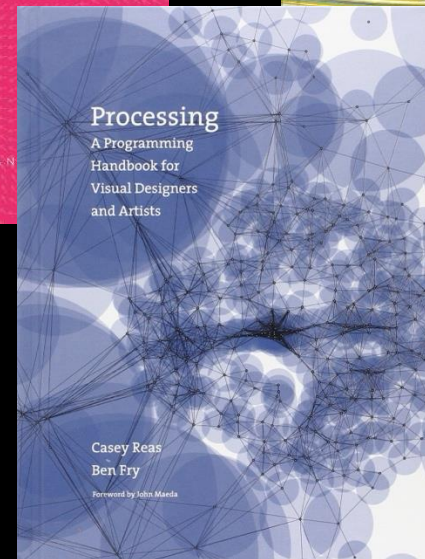
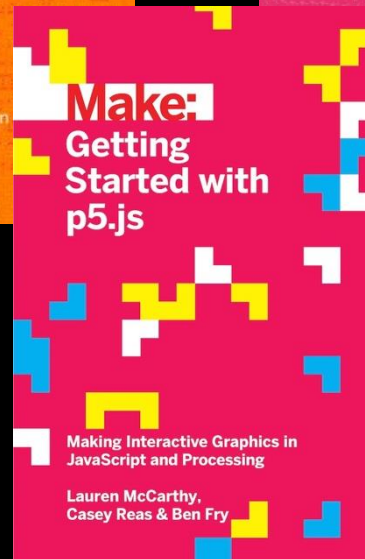
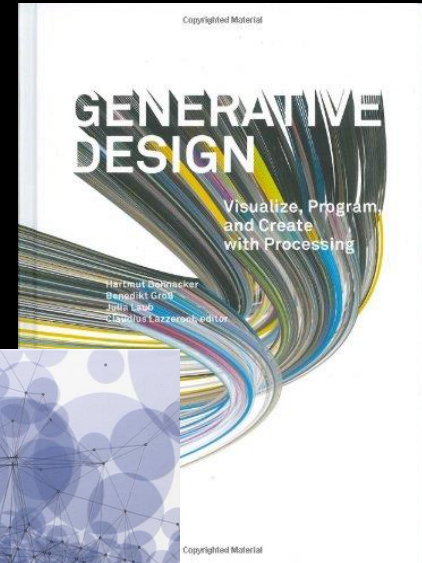
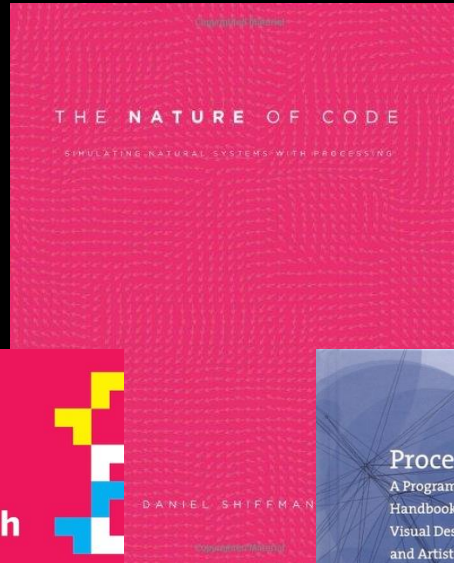
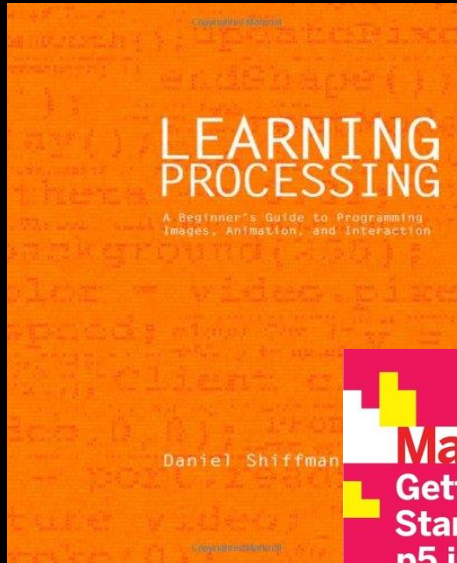
[Class Code Examples on GitHub](#)

[YouTube Channel](#)

**No Class**  
February 22 (Follows a Monday Schedule)  
April 25 (Spring Break)

# Generative Art and Design

## Suggested Reading



“The possibilities of programming languages such as Processing will change the role of the designer. We are experiencing a paradigm shift in design that will lead to new realms of visual imagery. Knowledge of this change, however, has been somewhat inaccessible. Until now, designers have used the tools that programmers have developed for them, which has forced designers to adjust to their systems.”

- Generative Design

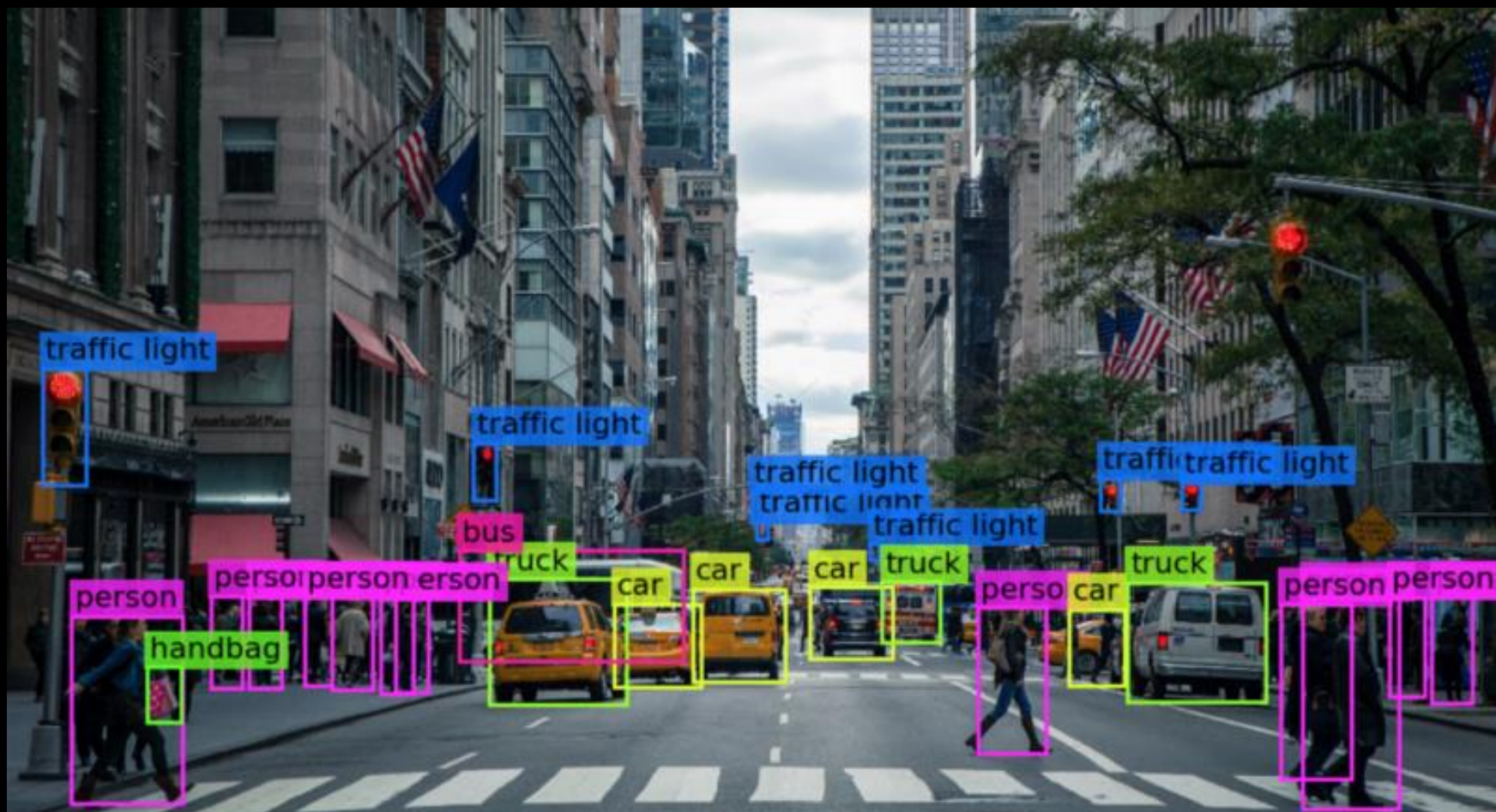
## generative AI

ChatGPT  
MidJourney

“The possibilities of ~~programming languages~~ such as ~~Processing~~ will change the role of the designer. We are experiencing a paradigm shift in design that will lead to new realms of visual imagery. Knowledge of this change, however, has been somewhat inaccessible. Until now, designers have used the tools that programmers have developed for them, which has forced designers to adjust to their systems.”

- Generative Design

# Computer Vision



# Computer Vision





# Illustration and Image Generation



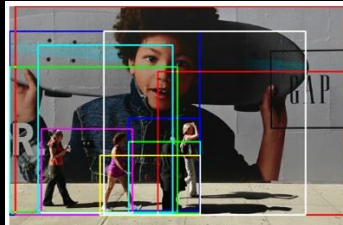
# Illustration and Image Generation

Trained on hundreds of millions to billions of images

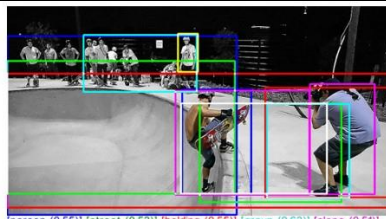


# Illustration and Image Generation

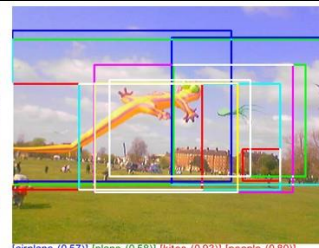
## Image Tagging and Captioning



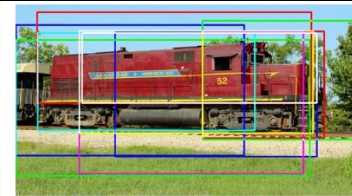
[men (0.59)] [group (0.66)] [woman (0.64)]  
[people (0.89)] [holding (0.60)] [playing (0.61)] [tennis (0.89)]  
[court (0.51)] [standing (0.59)] [skis (0.58)] [street (0.52)]  
[man (0.77)] [skateboard (0.67)]  
a group of people standing next to each other  
people stand outside a large ad for gap featuring a young boy



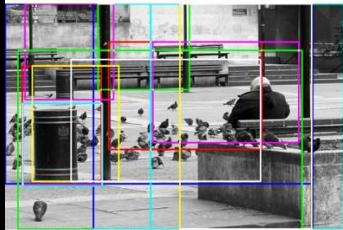
[person (0.55)] [street (0.53)] [holding (0.55)] [group (0.63)] [slope (0.51)]  
[standing (0.62)] [snow (0.91)] [skis (0.74)] [player (0.54)]  
[people (0.85)] [men (0.57)] [skiing (0.51)]  
[skateboard (0.89)] [riding (0.75)] [tennis (0.74)] [trick (0.53)] [skate (0.52)]  
[woman (0.52)] [man (0.86)] [down (0.61)]  
a group of people riding skis down a snow covered slope  
a guy on a skateboard on the side of a ramp



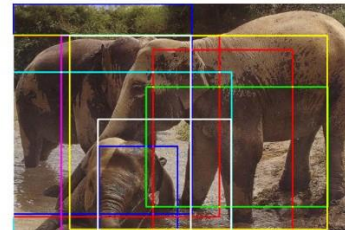
[airplane (0.57)] [plane (0.58)] [kites (0.93)] [people (0.80)]  
[flying (0.93)] [man (0.57)] [beach (0.84)] [wave (0.61)]  
[sky (0.61)] [kite (0.74)] [field (0.75)]  
a couple of people flying kites in a field  
people in a field flying different styles of kites



[parked (0.72)] [bench (0.63)] [truck (0.70)] [red (0.88)]  
[train (1.00)] [sitting (0.73)] [cars (0.58)] [traveling (0.52)]  
[grass (0.85)] [track (0.69)] [car (0.59)] [yellow (0.57)]  
[field (0.80)] [engine (0.56)] [down (0.54)] [tracks (0.94)]  
a train traveling down train tracks near a field  
a red train is coming down the tracks



[umbrella (0.59)] [woman (0.52)]  
[fire (0.96)] [hydrant (0.96)] [street (0.79)] [fold (0.50)]  
[bench (0.81)] [building (0.75)] [standing (0.57)] [baseball (0.55)]  
[white (0.82)] [sitting (0.65)] [people (0.79)] [photo (0.53)]  
[black (0.84)] [kitchen (0.54)] [man (0.72)] [water (0.56)]  
a black and white photo of a fire hydrant  
a courtyard full of poles pigeons and garbage cans also has benches on  
either side of it one of which shows the back of a large person facin  
g in the direction of the pigeons



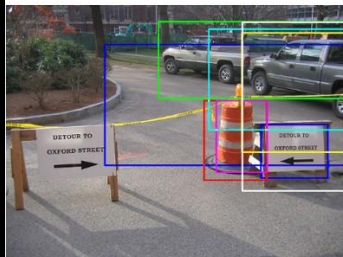
[horse (0.53)] [bear (0.71)] [elephant (0.99)] [elephants (0.95)]  
[brown (0.68)] [baby (0.62)] [walking (0.57)] [laying (0.61)]  
[man (0.57)] [standing (0.79)] [field (0.65)]  
[water (0.83)] [large (0.71)] [dirt (0.65)] [river (0.58)]  
a baby elephant standing next to each other on a field  
elephants are playing together in a shallow watering hole



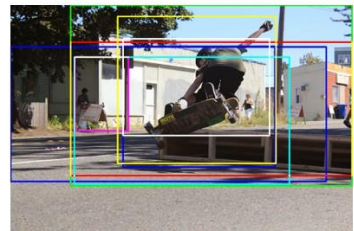
[man (0.59)] [beach (0.54)] [sky (0.53)] [bird (0.50)] [field (0.86)]  
[snow (0.86)] [mountain (0.59)] [standing (0.81)] [white (0.64)]  
[people (0.51)] [dog (0.60)] [cows (0.55)]  
[sheep (0.97)] [black (0.84)] [grass (0.64)] [horse (0.80)]  
[elephants (0.57)] [bear (0.81)]  
a black bear standing on top of a grass covered field  
a couple of sheep standing up on a small hill



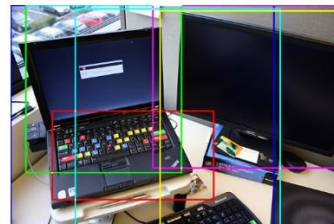
[bus (0.56)] [car (0.79)] [black (0.57)] [truck (0.86)]  
[street (0.57)] [bed (0.51)] [parked (0.55)] [dog (0.65)]  
[sitting (0.55)] [man (0.53)] [cat (0.72)]  
a dog sitting on top of a car  
a cat is lying on the hood of a black car



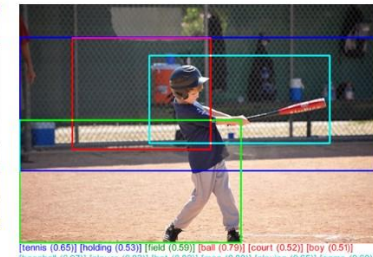
[street (0.89)] [truck (0.76)] [road (0.58)]  
[fire (0.95)] [hydrant (0.94)] [setting (0.53)] [black (0.51)]  
[red (0.53)] [parking (0.69)] [parked (0.82)] [sign (0.78)]  
a fire hydrant on the side of a road  
two signs with arrows pointing to each other for detour



[steps (0.64)] [setting (0.53)]  
[skateboard (0.99)] [skateboarder (0.70)] [doing (0.65)] [teakie (0.64)] [ramp (0.54)] [board (0.51)]  
[street (0.79)] [riding (0.73)] [motorcycle (0.59)] [person (0.54)] [people (0.57)]  
[skateboarder (0.99)] [skateboarder (0.70)] [doing (0.65)] [teakie (0.64)] [ramp (0.54)] [board (0.51)]  
a man doing a trick on a skateboard  
a skateboarder is in mid air performing a stunt



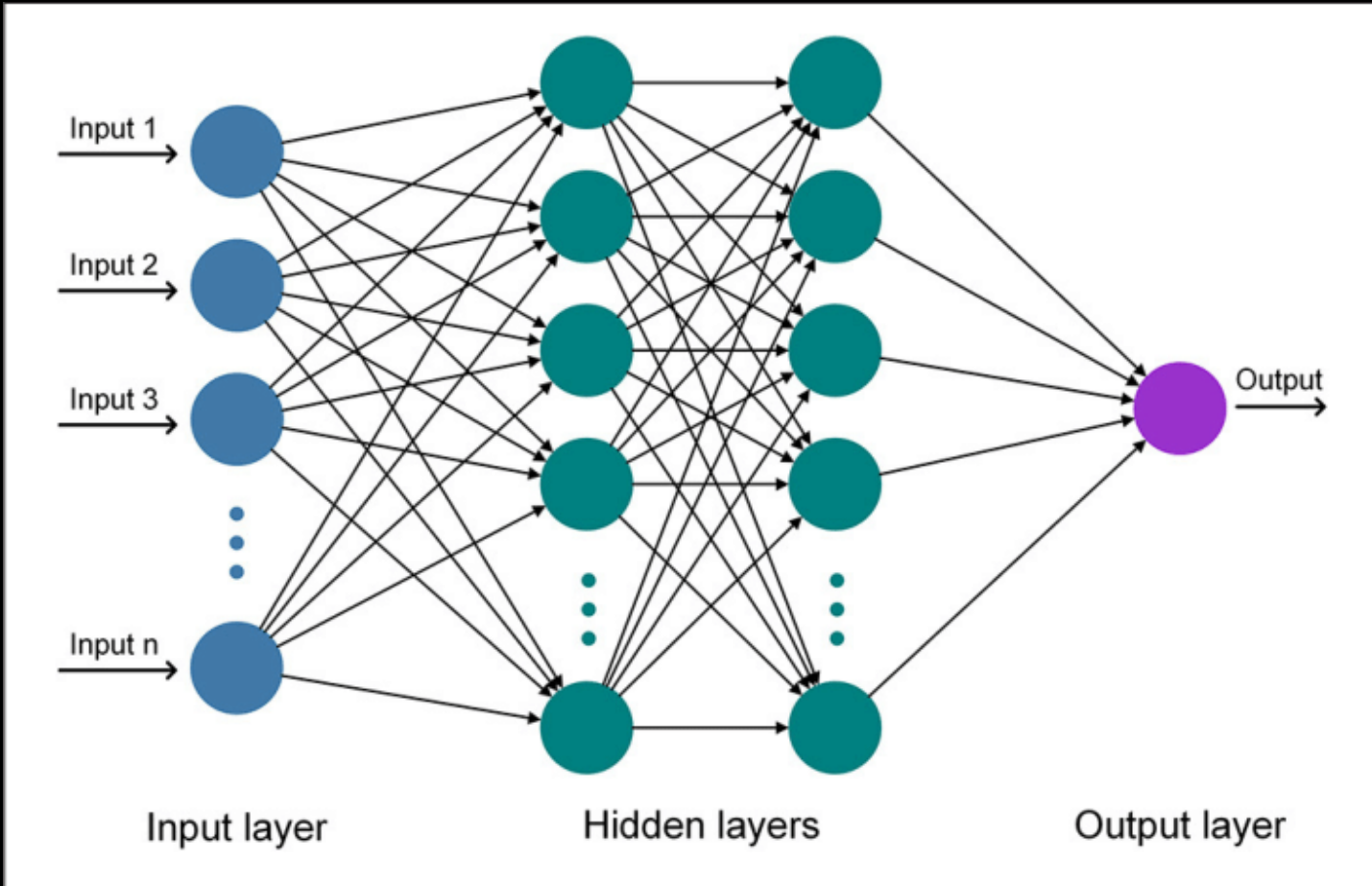
[monitors (0.56)]  
[laptop (0.97)] [table (0.74)] [open (0.71)] [sitting (0.61)]  
[station (0.52)]  
[desk (0.97)] [computer (0.94)] [keyboard (0.68)] [computers (0.65)]  
[tv (0.54)] [television (0.50)] [monitor (0.89)]  
an open laptop computer sitting on top of a desk  
two computers are shown together on a desk



[tennis (0.65)] [holding (0.53)] [head (0.59)] [ball (0.79)] [court (0.52)] [boy (0.51)]  
[baseball (0.97)] [player (0.83)] [bat (0.82)] [man (0.80)] [playing (0.65)] [game (0.60)]  
a baseball player swinging a bat at a ball  
a boy is playing with a baseball bat

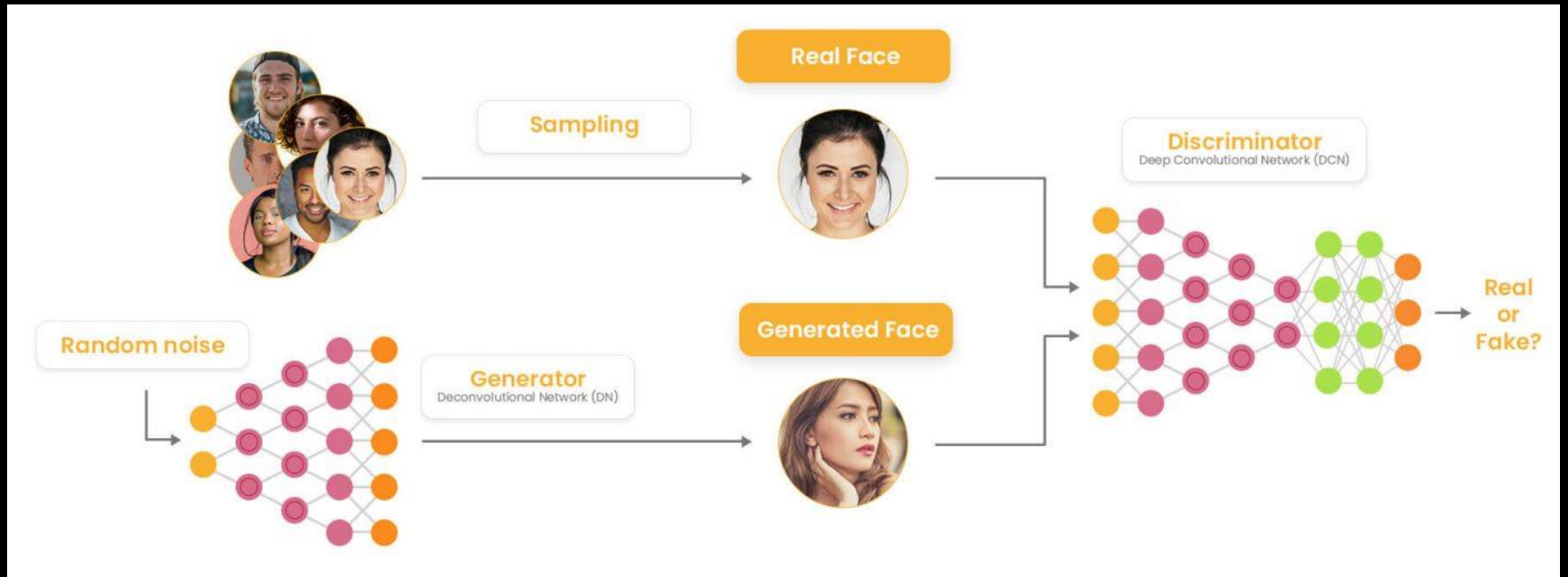
# Illustration and Image Generation

AI Model / Neural Network



# Illustration and Image Generation

Generative Adversarial Networks (GANs)



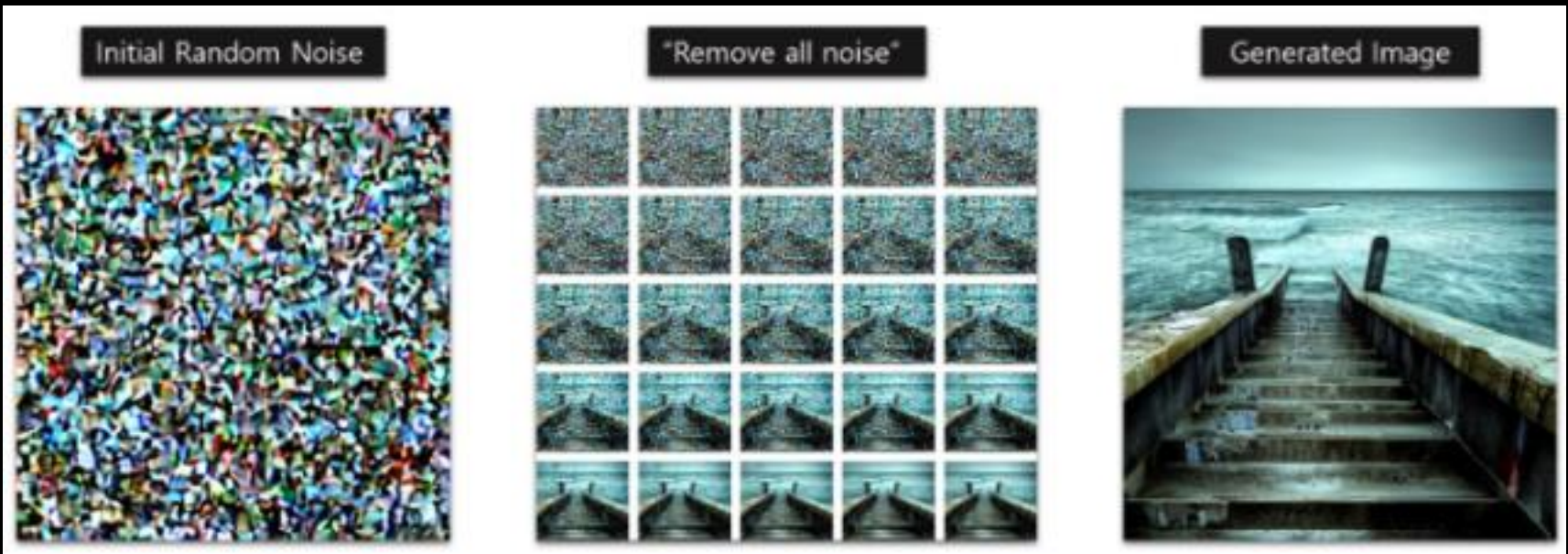
# Illustration and Image Generation

Diffusion Models



# Illustration and Image Generation

Random Seeding



# Illustration and Image Generation

Aesthetics Imperfections, by Gianpaolo Tucci



ALPHABET CREATION  
USING SEEDS

LETTERS: I, L, K, M, N, O, P, Q, R, S, T

ATTRIBUTES: COMPLEX ENTANGLED  
PLANT GROWTH, SPINDLE AND BALKAN,  
TENTACULATE LEAVES ORGANIC

VISCIBLE VESSELS, MOIST, SOFT  
PILLEN WOOD

SPICE  
FRESH WINDS, FROGGED, TOP DOWN,  
DEEP DEPTHS - 11 AND 9-18



# Illustration and Image Generation

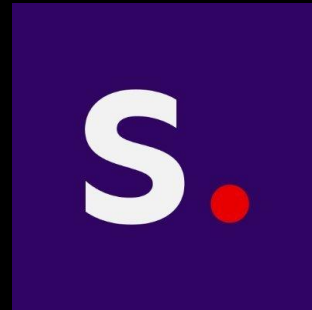
Models and Platforms



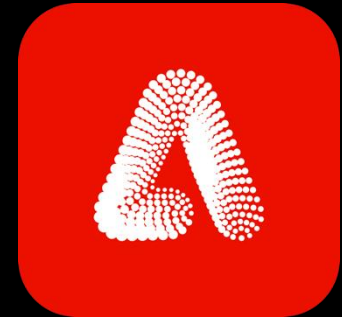
MidJourney  
\$10 month



OpenAI DALL·E  
\$20 month



Stable Diffusion  
Free (Open Source)



Adobe Firefly  
Comes with CC

# Illustration and Image Generation

Models and Platforms

Prompt: unicorn in a wooded forest



MidJourney



OpenAI DALL·E



Stable Diffusion



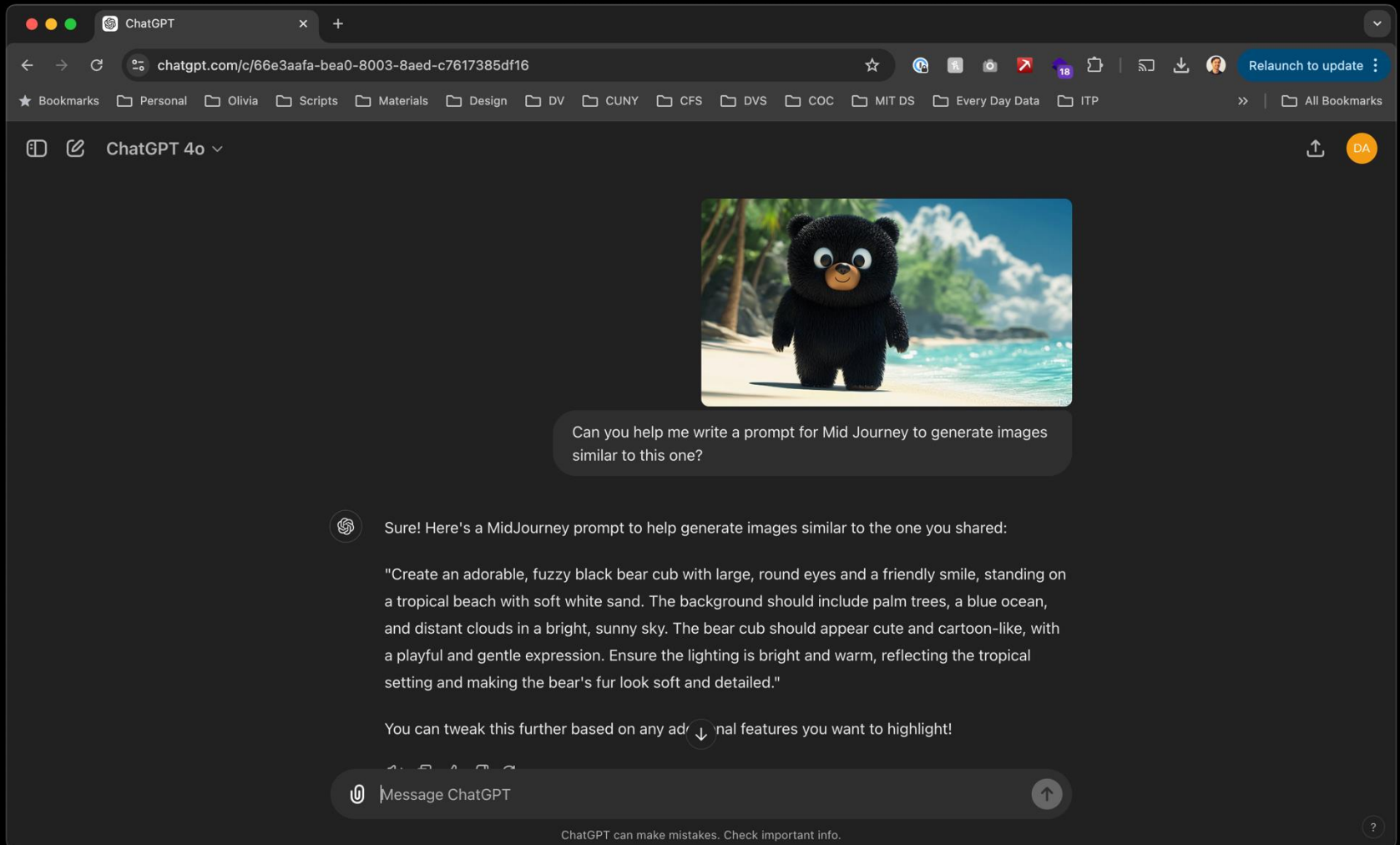
Adobe Firefly

# Text-to-Image Prompt Tips

- **Pick a Medium:** Photorealistic, Block Print, Graffiti, Pixel Art, Cross Stitch, etc.
- **Be Specific:** Continuous Line Sketch, Charcoal Sketch, Life Drawing Sketch, etc.
- **Time Travel:** 1400s, 1500s, 1600s, 1700s, etc.
- **Add Emotion:** Happy, Sad, Shy, Sleepy, Angry, Determined, etc.
- **Get Colorful:** Pastel, Acid Green, Desaturated, Neutral, Iridescent, etc.
- **Environmental Exploration:** Forest, Desert, City, Farm, Garden, Jungle, etc.
- **Technical Photographic Terms:** Exposure, Aperture, ISO, Shutter Speed, etc.

# ChatGPT Prompting Assistance


Use ChatGPT to write a Prompt or Reverse Engineer a Prompt from an Image (Pro Only)



The screenshot shows a web browser window with the ChatGPT interface. The address bar shows the URL `chatgpt.com/c/66e3aafa-bea0-8003-8aed-c7617385df16`. The browser's bookmark bar is visible with various folders like 'Personal', 'Olivia', 'Scripts', etc. The ChatGPT interface shows a user's prompt and the AI's response.

**User Prompt:**

Can you help me write a prompt for Mid Journey to generate images similar to this one?



**AI Response:**

Sure! Here's a MidJourney prompt to help generate images similar to the one you shared:

"Create an adorable, fuzzy black bear cub with large, round eyes and a friendly smile, standing on a tropical beach with soft white sand. The background should include palm trees, a blue ocean, and distant clouds in a bright, sunny sky. The bear cub should appear cute and cartoon-like, with a playful and gentle expression. Ensure the lighting is bright and warm, reflecting the tropical setting and making the bear's fur look soft and detailed."

You can tweak this further based on any additional features you want to highlight!

Message ChatGPT

ChatGPT can make mistakes. Check important info.

# Demo

- **Adobe Firefly** (<https://www.adobe.com/products/firefly.html>)
- **Adobe Illustrator**
- **Adobe Photoshop Generative Fill**
- **MidJourney**
- **Dalle in ChatGPT Pro**
- **Stable Diffusion**
- **Flux**

# Adobe Firefly

Adobe Firefly

firefly.adobe.com/inspire/images

Bookmarks Personal Olivia Scripts Materials Design DV CUNY CFS DVS COC MIT DS Every Day Data ITP All Bookmarks

Text to image

Prompt  
Describe the image you want to generate

Generate

Language translations for Firefly prompts provided by Microsoft Translator.

# Adobe Firefly

Adobe Firefly

firefly.adobe.com/community/view/texttoimage?id=urn:aaid:sc:US:68280bc6-6ce7-47f1-9f88-09a1e6b982b2

Relaunch to update

Text to image

**General settings**

Model  
Firefly Image 3

Aspect ratio  
Portrait (3:4)


**Content type**

Art Photo  Auto

**Composition**

Reference

Upload image  
Browse gallery



Prompt

Create a stunning vintage photograph capturing the vibrant beauty of a sunflower. Utilize a photorealistic daguerreotype style with dramatic ambrotype tintype effect. Opt for a sixth-plate size, employing an albumen print technique. Enhance the image with soft, rich brown tones, scalloped edges, and a thin border.

Suggestions

# Adobe Firefly

## ▼ General settings

Model



Firefly Image 3



Aspect ratio



Portrait (3:4)



## ▼ Content type



Art



Photo



Auto



# Adobe Firefly

## Composition



Reference



Upload image



Browse gallery



# Adobe Firefly

Composition Reference Image



# Adobe Firefly

## Composition Reference Image

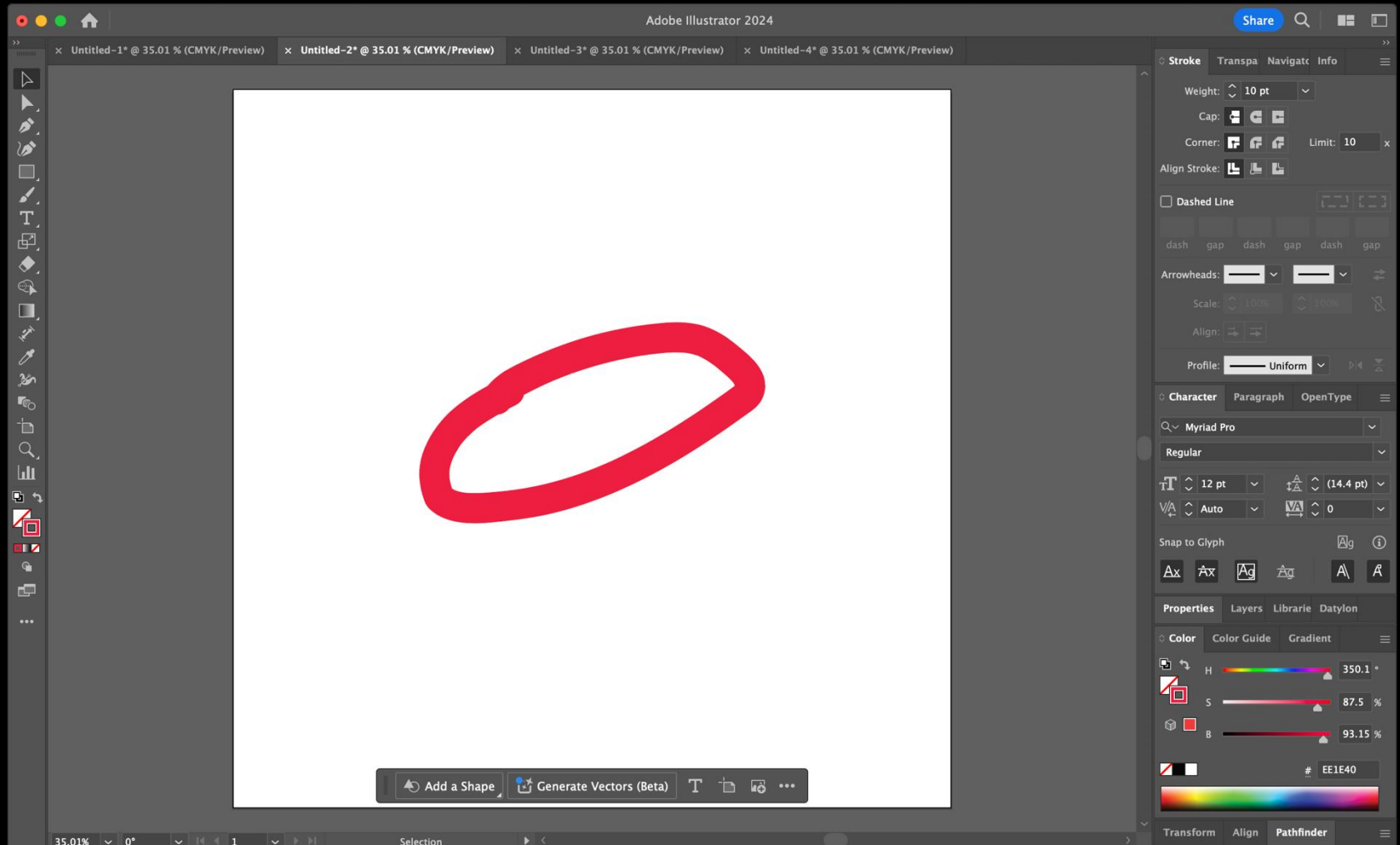
The screenshot displays the Adobe Firefly web interface in a browser window. The address bar shows the URL: `firefly.adobe.com/generate/images?id=a084b694-21ee-4682-a55f-69d97e14046b`. The browser's bookmark bar is visible with folders like 'Personal', 'Olivia', 'Scripts', 'Materials', 'Design', 'DV', 'CUNY', 'CFS', 'DVS', 'COC', 'MIT DS', and 'Every Day Data'. The page title is 'Text to image'. In the top right corner, there is a 'Relaunch to update' button and a 'Download all' button.

The main interface is divided into several sections:

- Left Panel:**
  - Firefly Image 3:** A dropdown menu.
  - Aspect ratio:** Set to 'Landscape (4:3)'.
  - Content type:** 'Art' and 'Photo' buttons, with 'Photo' selected. An 'Auto' toggle is present.
  - Composition:**
    - Reference:** A section for uploading a reference image. It includes an 'Upload image' button, a 'Browse gallery' button, and a 'Strength' slider.
    - Image Gallery:** A row of three small thumbnail images showing different compositions of the alien couple.
- Image Grid:** A 2x2 grid of generated images. Each image shows a man and a woman on a beach, both wearing alien masks. The man is carrying the woman on his shoulders. The background is a bright, sunny beach scene.
- Bottom Panel:**
  - Prompt:** 'A happy alien couple on the beach'.
  - Buttons:** 'Clear', 'Composition reference x', and 'Photo x'.
  - Generate:** A large 'Generate' button with a 'Suggestions' toggle and a 'Generate' icon.

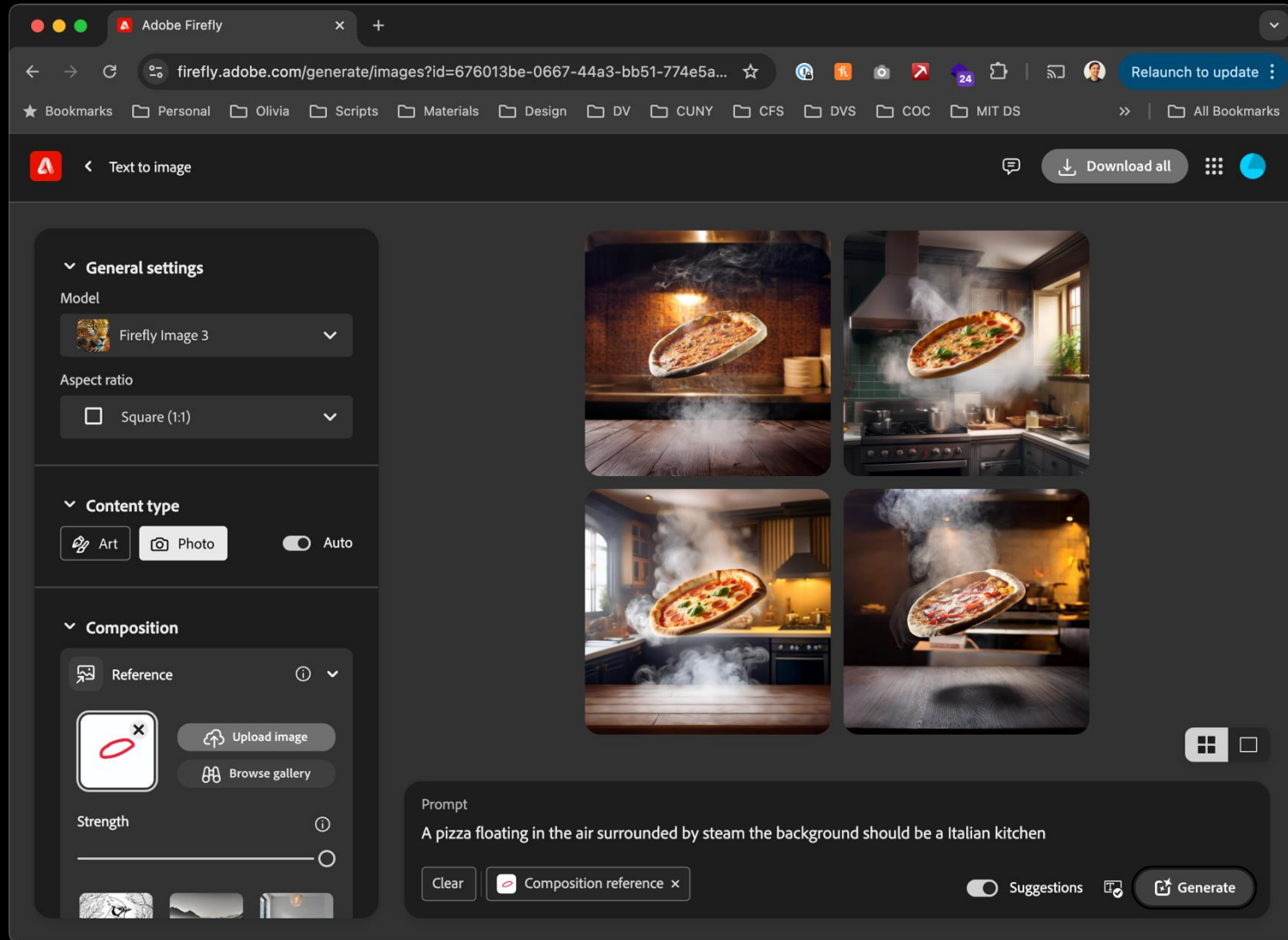
# Adobe Firefly

Composition Reference Image / Graphic



# Adobe Firefly

## Composition Reference Image / Graphic



Adobe Firefly

firefly.adobe.com/generate/images?id=676013be-0667-44a3-bb51-774e5a... Relaunch to update

Bookmarks Personal Olivia Scripts Materials Design DV CUNY CFS DVS COC MIT DS All Bookmarks

Text to image Download all

**General settings**

Model: Firefly Image 3

Aspect ratio: Square (1:1)

**Content type**

Art Photo  Auto

**Composition**

Reference

Upload image Browse gallery

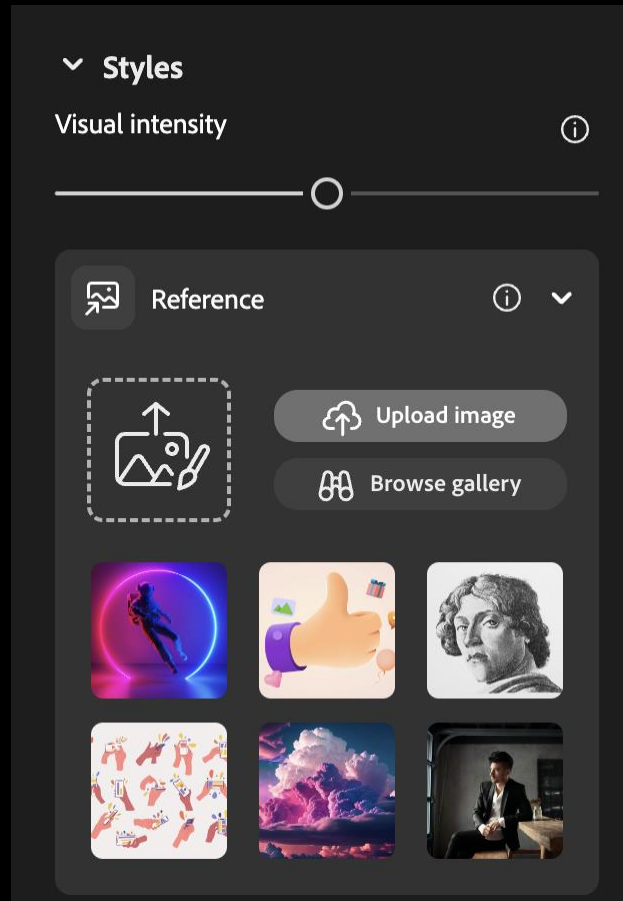
Strength

Prompt: A pizza floating in the air surrounded by steam the background should be a Italian kitchen

Clear Composition reference x Suggestions Generate

# Adobe Firefly

Style Reference Image



# Adobe Firefly

## Style Reference Image

Adobe Firefly

firefly.adobe.com/generate/images?id=169d96ce-6623-4151-8665-4d646...

Relaunch to update

Bookmarks Personal Olivia Scripts Materials Design DV CUNY CFS DVS COC MIT DS All Bookmarks

Text to image Download all

Styles

Visual intensity

Strength

Reference

Upload image

Browse gallery

Effects

All Popular Movements Themes

Techniques Effects Materials

Concepts

Prompt



A pizza floating in the air surrounded by steam the background should be a Italian kitchen

Clear Style reference x Composition reference x

Suggestions Generate

# Adobe Firefly




## Effects

 Effects 




All Popular Movements Themes

Techniques Effects Materials

Concepts



  

Bokeh effect Layered paper Synthwave



  

Painting Digital art Hyper realistic



Color and tone

 None 

Lighting

 None 

Camera angle

 None 



# Adobe Firefly

## Effects

The screenshot displays the Adobe Firefly web interface. At the top, the browser address bar shows the URL `firefly.adobe.com/generate/images?id=e382c8da-836c-4de5-96e8-080a1...`. The page title is "Text to image". A "Download all" button is visible in the top right.

The "Effects (1)" panel on the left side of the interface includes the following options:

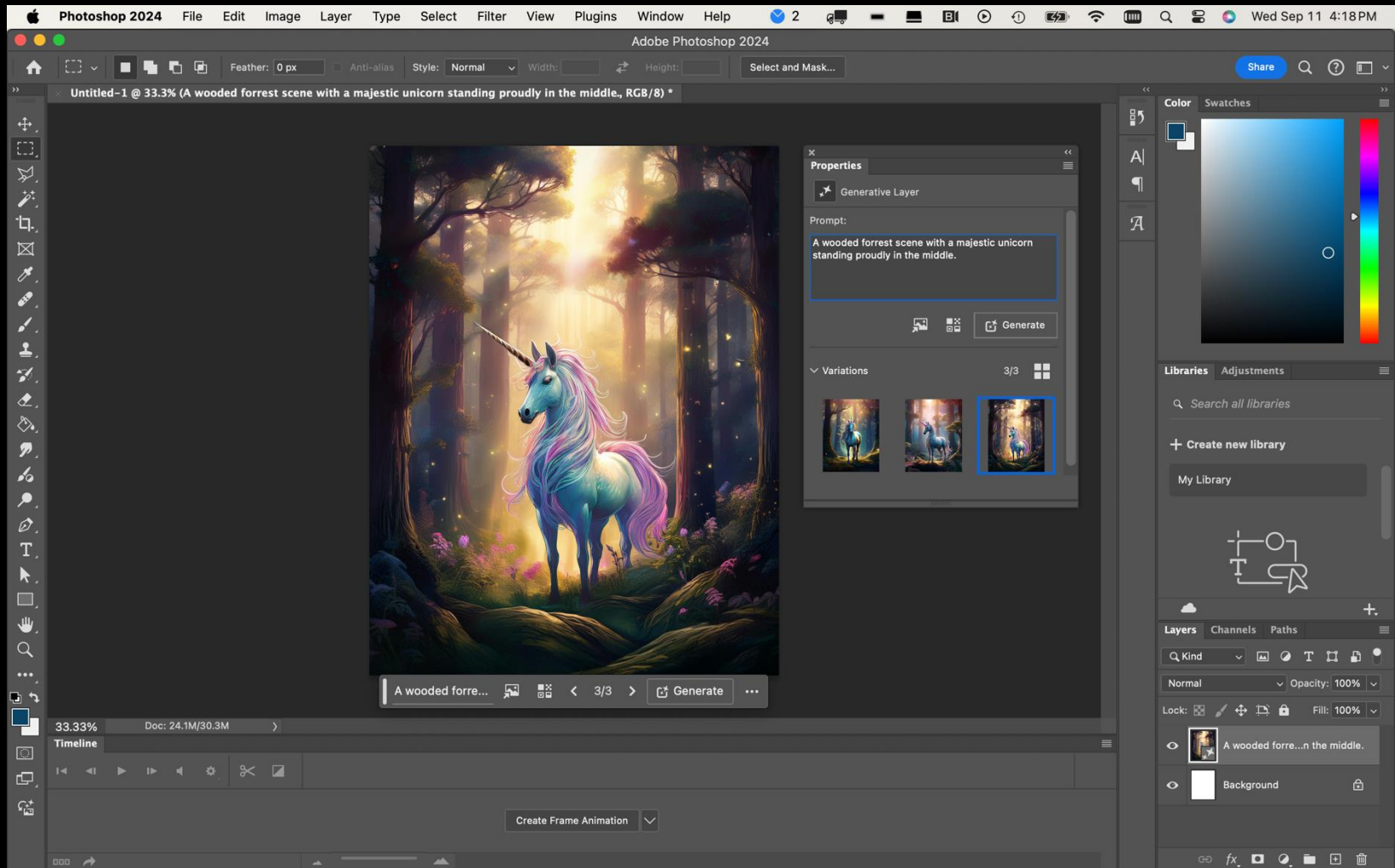
- Buttons: All, Popular, Movements, Themes, Techniques, Effects, Materials, Concepts.
- Effect thumbnails: Bokeh effect, Layered paper, Synthwave, Painting (checked), Digital art, Hyper realistic.
- Color and tone: None (dropdown).
- Lighting: None (dropdown).
- Camera angle: None (dropdown).

The main image area shows four variations of a generated image: a pizza floating in the air, surrounded by steam, in an Italian kitchen setting. The prompt used for generation is: "A pizza floating in the air surrounded by steam the background should be a Italian kitchen".

At the bottom of the interface, there are buttons for "Clear", "Style reference x", "Composition reference x", "Painting x", "Suggestions" (with a toggle switch), and "Generate".

# Photoshop Generative Layer

## Generative Fill



# Photoshop Generative Layer



Properties


Properties




Generative Layer

Prompt:

A wooded forrest scene with a majestic unicorn standing proudly in the middle.

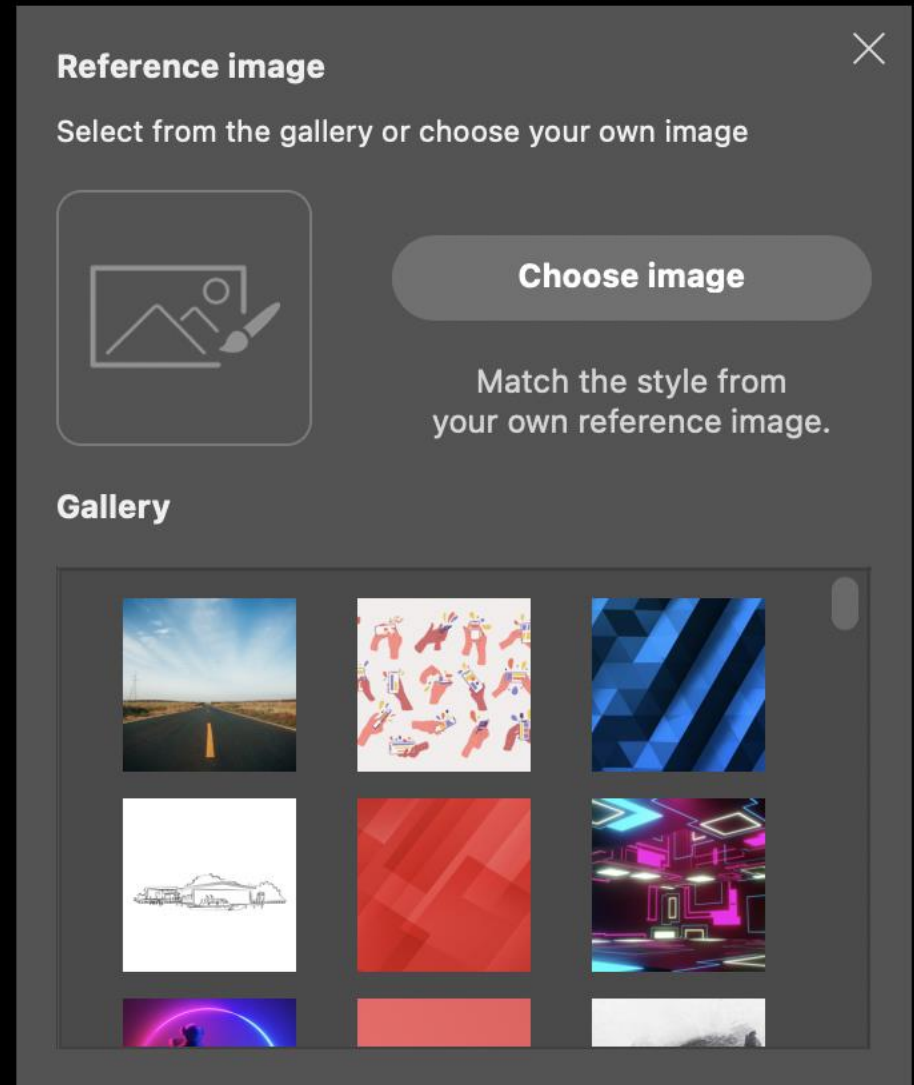
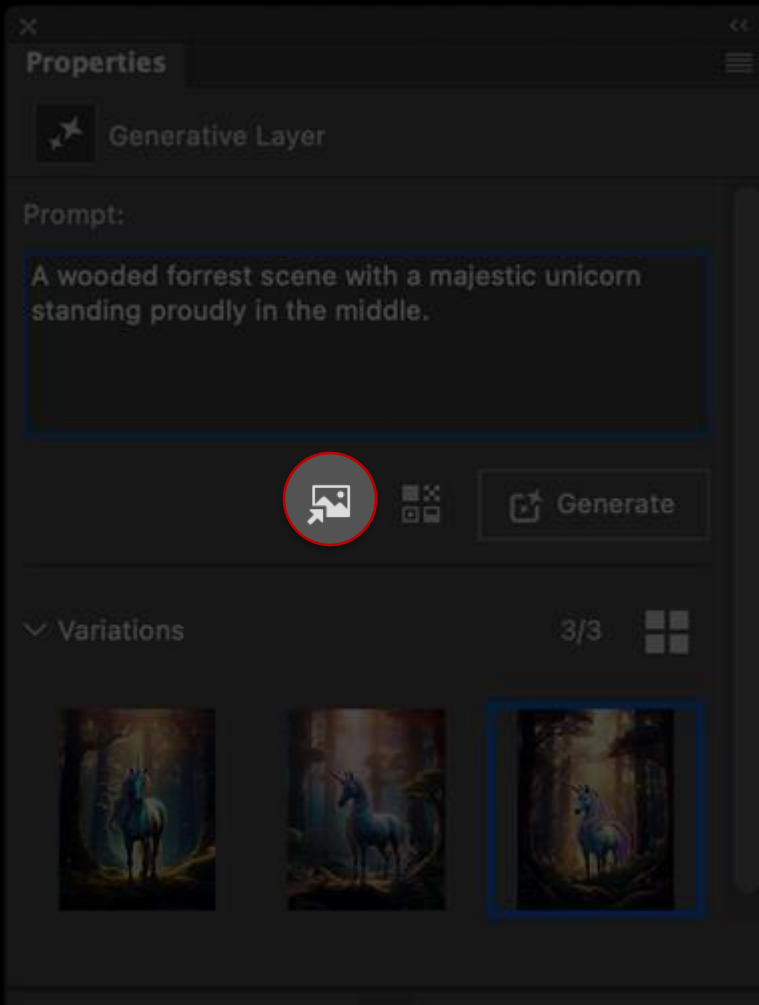
  Generate

∨ Variations 3/3 

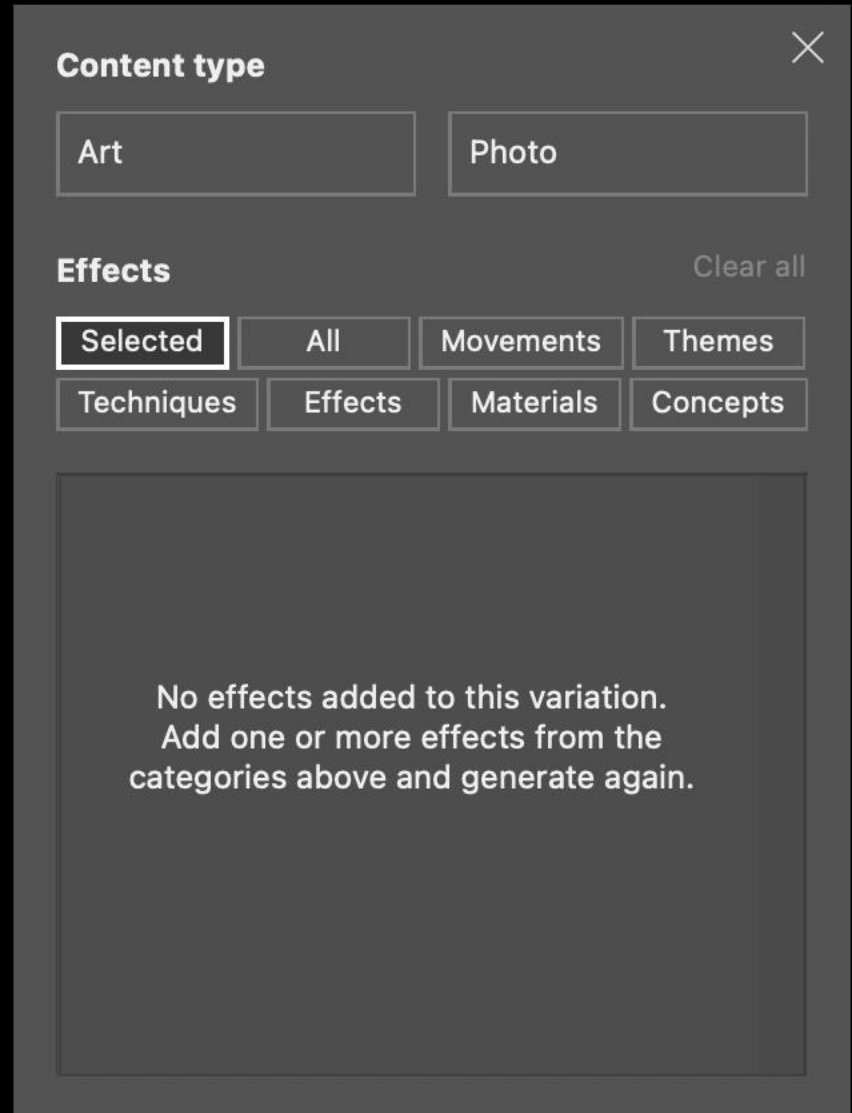
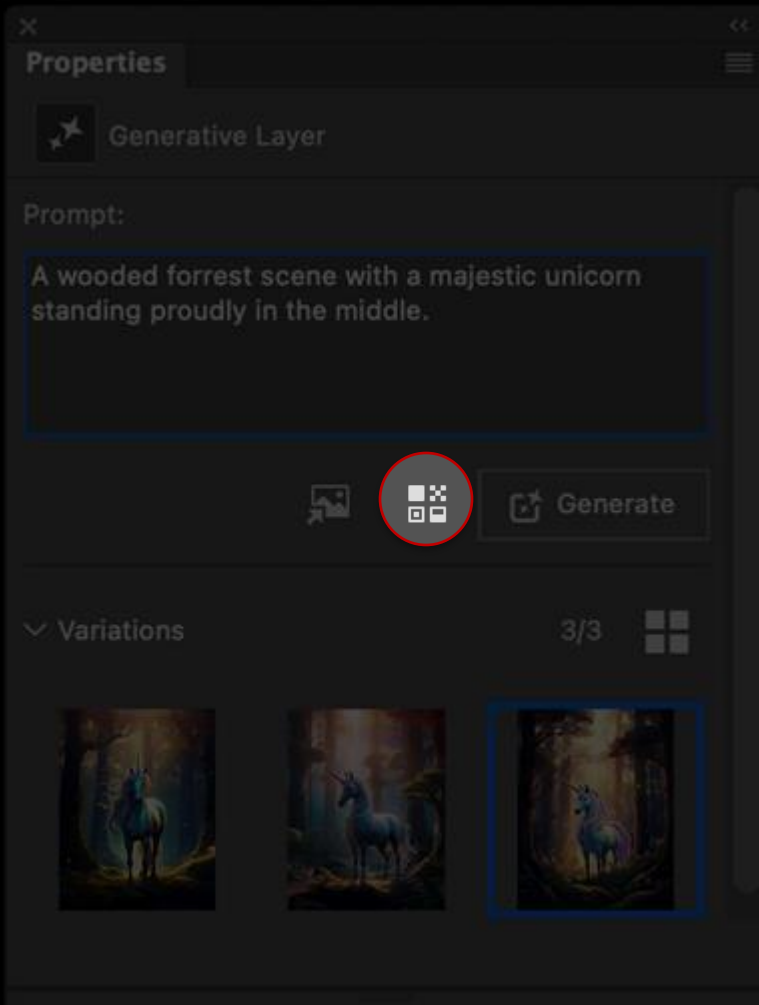
# Photoshop Generative Layer

Reference Image



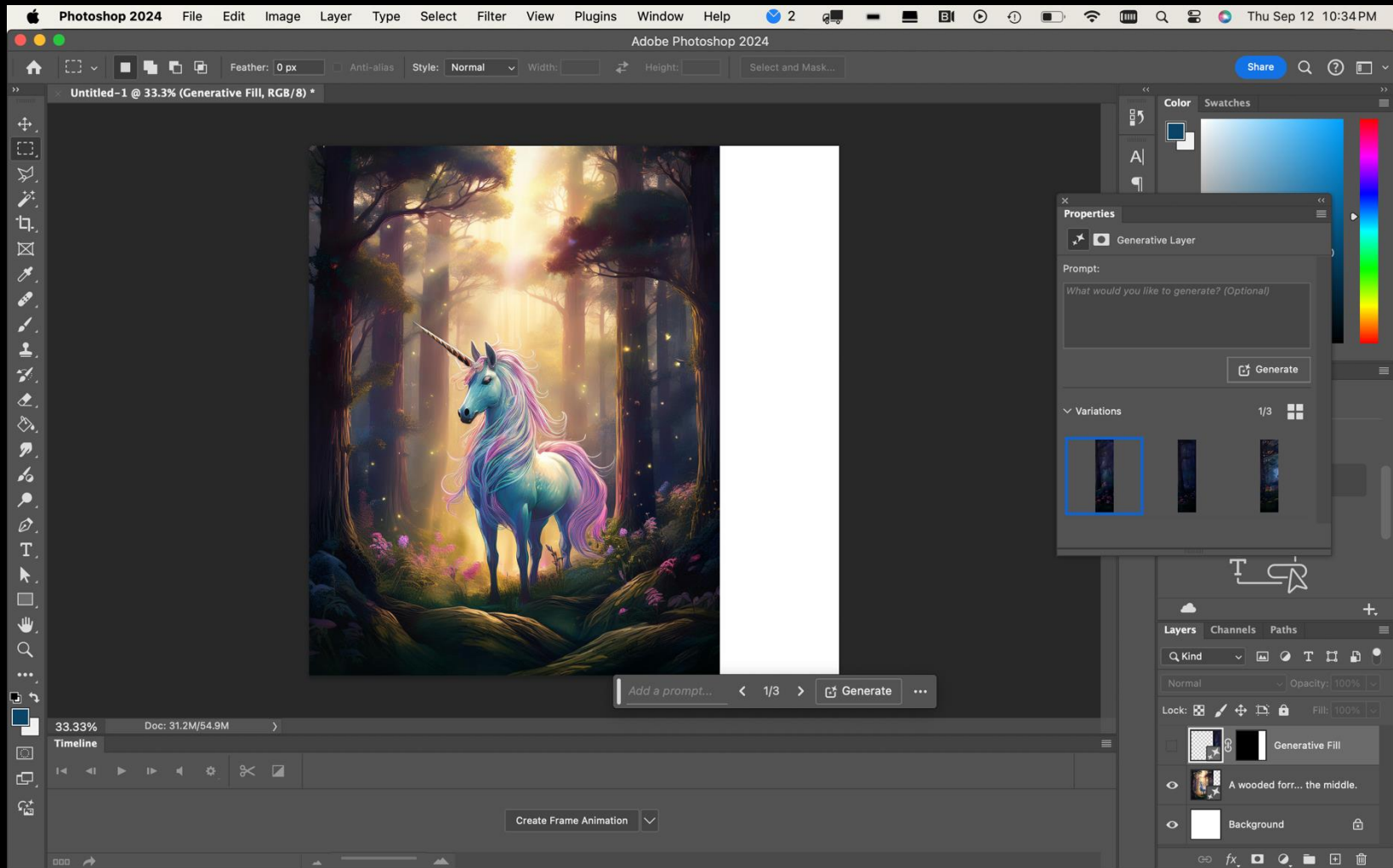
# Photoshop Generative Layer

Content Type



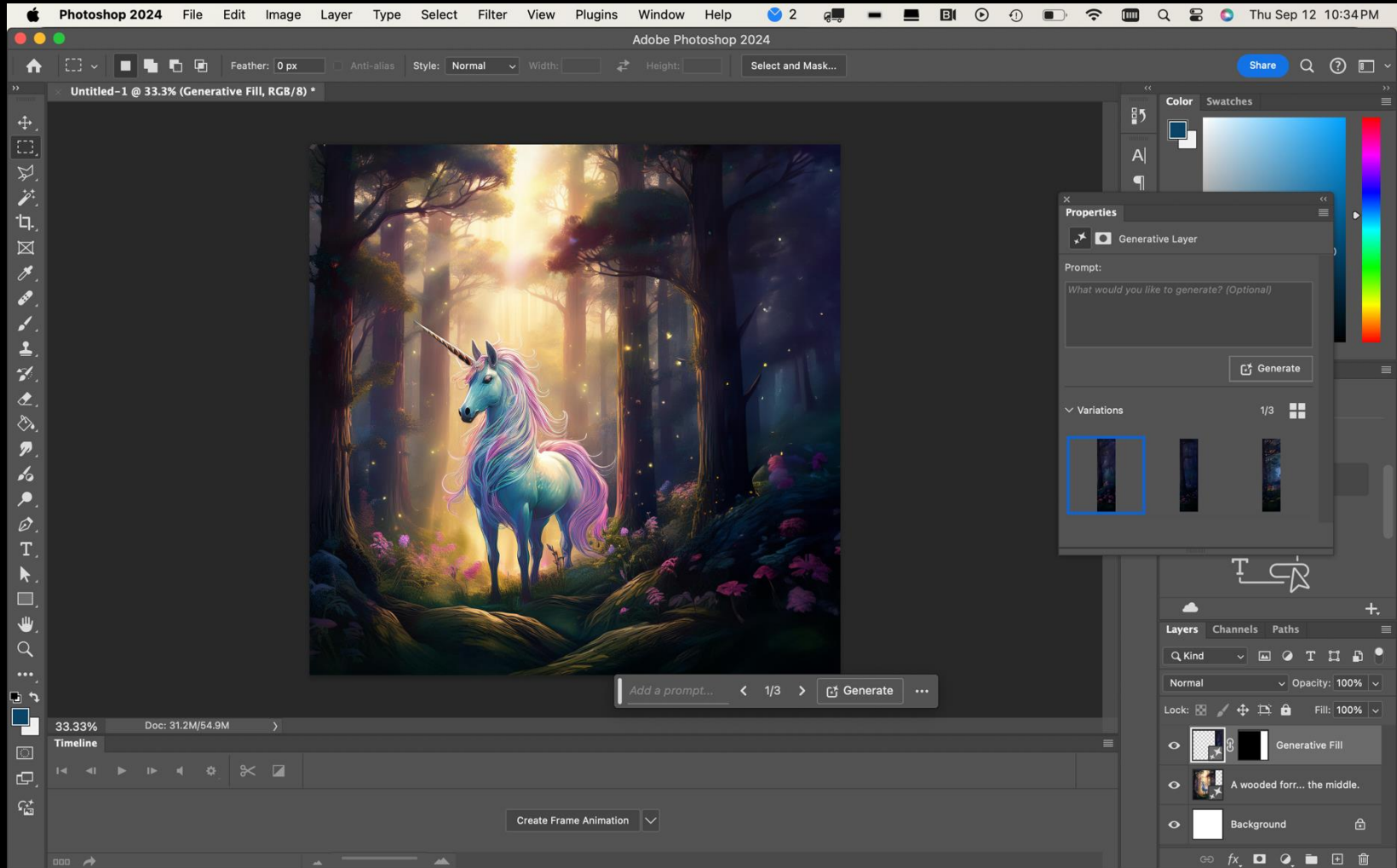
# Photoshop Generative Layer

## Out Painting



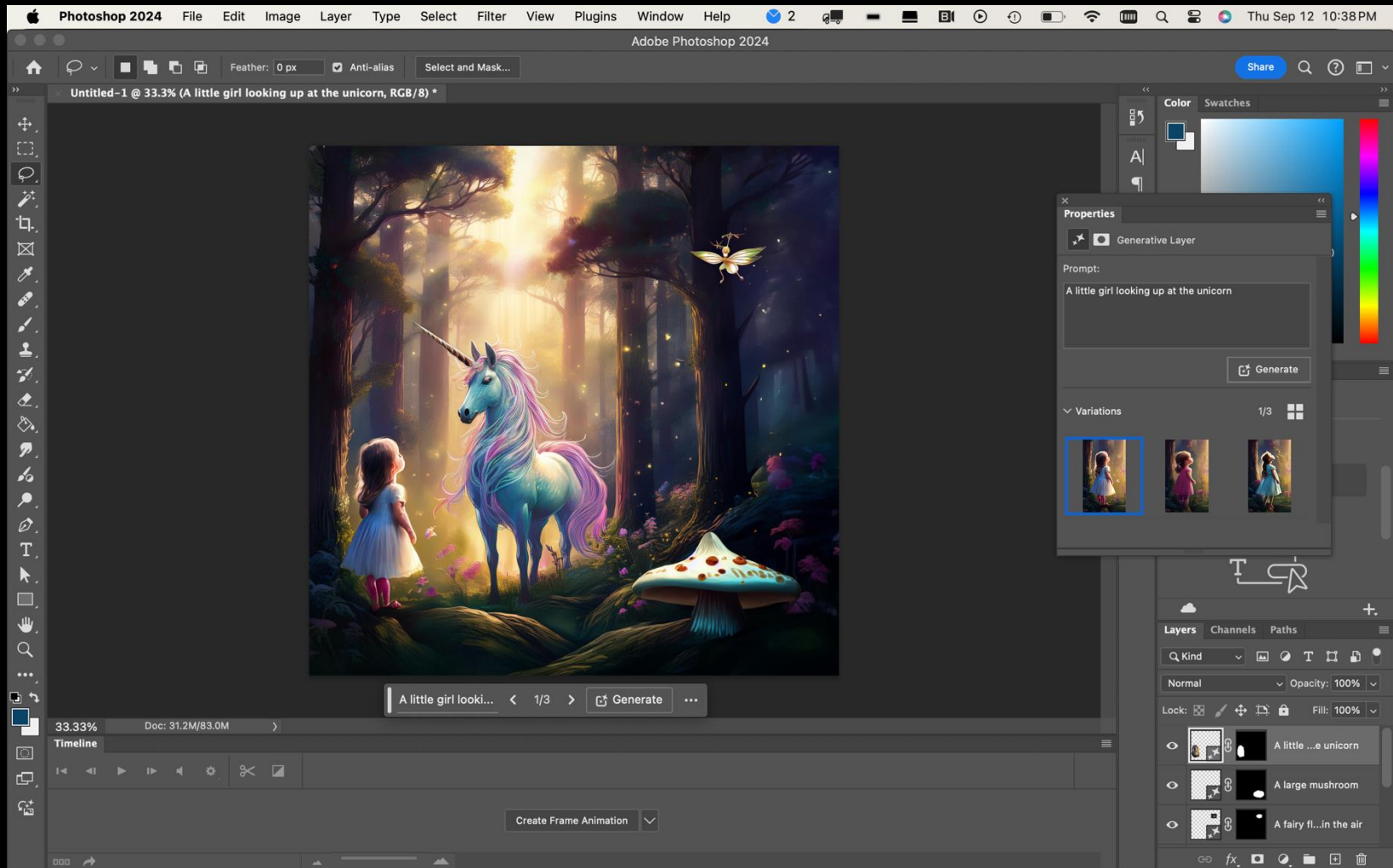
# Photoshop Generative Layer

## Out Painting



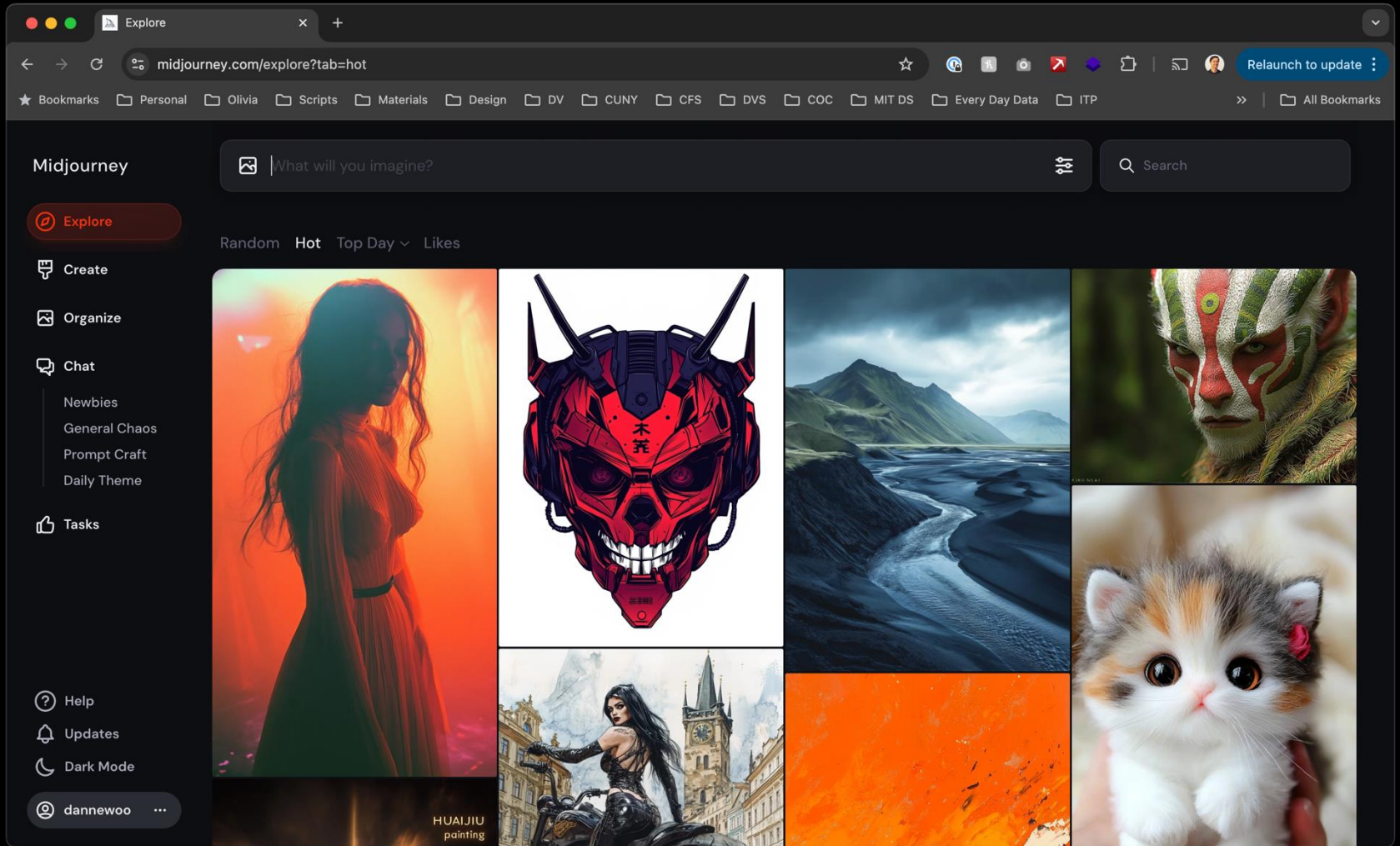
# Photoshop Generative Layer

In Painting





# Mid Journey (\$10 month)



# Mid Journey

## Discord Channel

The screenshot shows a Discord web interface for a channel named "general-1". The browser address bar displays the URL "discord.com/channels/662267976984297473/933565701162168371". The channel name is "Midjourney" and the sub-channel is "# general-1". A blue notification bar at the top indicates "103+ new messages since 2:52 PM" and "Mark As Read".

The channel sidebar on the left lists various categories and channels:

- THEMED IMAGE GEN
  - # daily-theme
  - # abstract
  - # environments
  - # characters
  - # image-prompts
  - # multi-prompts
  - # xwave-ypunk-zcore
  - # patterns-textures
  - # group-jams
- THREAD CHANNELS
  - # misc-threads
  - # jam-threads
- GENERAL IMAGE GEN
  - # general-1
  - # general-2
  - # general-3
  - # general-4

The main content area shows a message from the Midjourney Bot. The message contains a grid of four owl images. Below the images are buttons for variations: U1, U2, U3, U4, V1, V2, V3, and V4. The V4 button is highlighted in blue. A refresh icon is also present.

The message text reads: "Midjourney Bot NFT web interface in the style of donkey kong forest --ar 3:2 --v 6.1 - @FelipeAvila (fast)".

Below the owl images, there is another message from the Midjourney Bot with a large image of a lush, vibrant forest scene with ancient ruins. The message text reads: "Midjourney Bot NFT web interface in the style of donkey kong forest --ar 3:2 --v 6.1 - Variations (Strong) by @FelipeAvila (fast)".

The bottom of the interface shows a message input field with the placeholder text "Message #general-1" and various icons for attachments, GIFs, emojis, and voice/video calls.

# Mid Journey

## Character Reference

The screenshot shows the Midjourney web interface in a browser window. The address bar displays the URL: `midjourney.com/jobs/c5be84ee-9b07-4396-91c6-66e12f92aa1f?index=1`. The browser's bookmark bar includes folders for Personal, Olivia, Scripts, Materials, Design, DV, CUNY, CFS, DVS, COC, MIT DS, Every Day Data, and ITP. The Midjourney interface features a sidebar on the left with navigation options: Explore, Create (highlighted), Organize, Chat (with sub-options: Newbies, General Chaos, Prompt Craft, Daily Theme), and Tasks. At the bottom of the sidebar, there are links for Help, Updates, Dark Mode, and a user profile for 'dannewoo'. The main content area shows a large image of a fluffy black bear character. To the right of the image, there is a text description: "Imagine 7m a furry black bear. with anthropomorphic design, rich expressions, in a 3D plush style against a clean background. It has a slightly fluffy, cartoon-style with minimalist elements." Below the description are parameters: "ar 3:4 v 6.1 stylize 150". Further down, there are "Creation Actions" including Vary (Subtle, Strong), Upscale (Subtle, Creative), More (Rerun, Editor), and Use (Image, Style, Prompt). A vertical strip of smaller bear images is visible on the far right edge of the interface.

# Mid Journey

Character Reference

A beach scene with a furry  
black bear walking

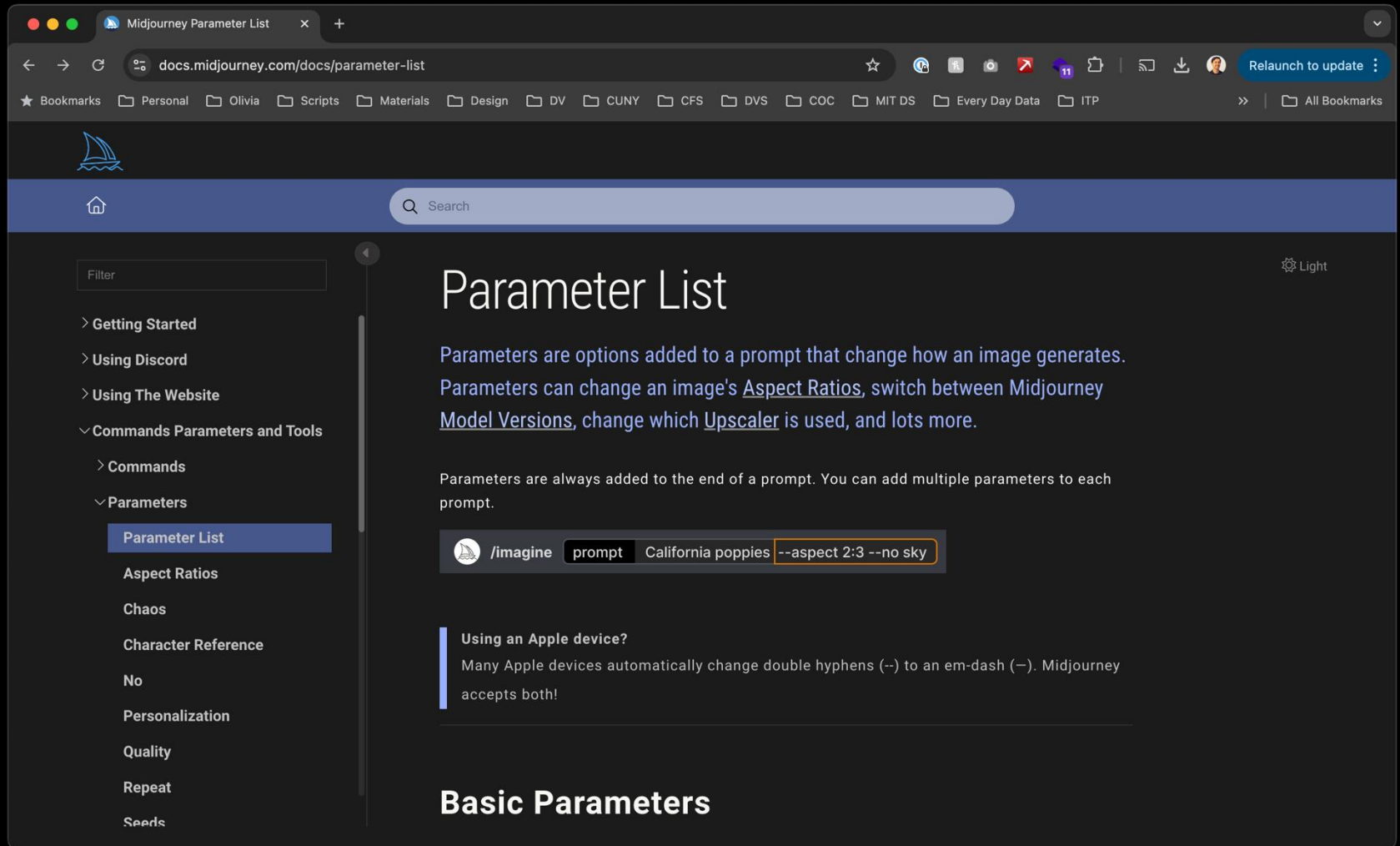


A wooded scene with a furry  
black bear walking



# Mid Journey

Documentation and Parameter List (docs.midjourney.com/docs)



The screenshot shows a web browser window with the URL `docs.midjourney.com/docs/parameter-list`. The page features a dark theme and a sidebar on the left with a navigation menu. The main content area is titled "Parameter List" and includes an introductory paragraph, a code example for a prompt, and a section titled "Using an Apple device?".

**Parameter List**

Parameters are options added to a prompt that change how an image generates. Parameters can change an image's Aspect Ratios, switch between Midjourney Model Versions, change which Upscaler is used, and lots more.

Parameters are always added to the end of a prompt. You can add multiple parameters to each prompt.


```
/imagine prompt California poppies --aspect 2:3 --no sky
```

**Using an Apple device?**  
Many Apple devices automatically change double hyphens (--) to an em-dash (—). Midjourney accepts both!

## Basic Parameters

# Mid Journey

/describe Parameter

 dannewoo used [describe](#)



**Midjourney Bot**  APP Today at 3:14 PM

- 1** 3D cute bear character, standing on the beach, with big eyes and black fur, in a cartoon style reminiscent of Pixar animation, Disney, and DreamWorks, in high resolution and super detailed. --ar 128:71
- 2** A cute black bear with big eyes stands on the beach, in the style of Pixar's style, cartoon character design, cartoon background, full-body shot, high definition. --ar 128:71
- 3** A cute black bear with big eyes stands on the beach, in the style of Pixar, in the style of Disney, 3D rendering, high resolution. --ar 128:71
- 4** 3D cute bear character, with black fur and white highlights, standing on a beach in Hawaii, in the style of Disney Pixar. --ar 128:71



# Dalle via ChatGPT Pro (\$20 month)

ChatGPT


chatgpt.com/c/66e20391-33b8-8003-ad2b-6751f66835fc

Bookmarks Personal Olivia Scripts Materials Design DV CUNY CFS DVS COC MIT DS Every Day Data ITP

Relaunch to update

ChatGPT 4o

Generate an image of a blue bird sitting on a branch surrounded by trees and leaves. This image should be a 16:9 aspect ratio and high resolution photo realistic.

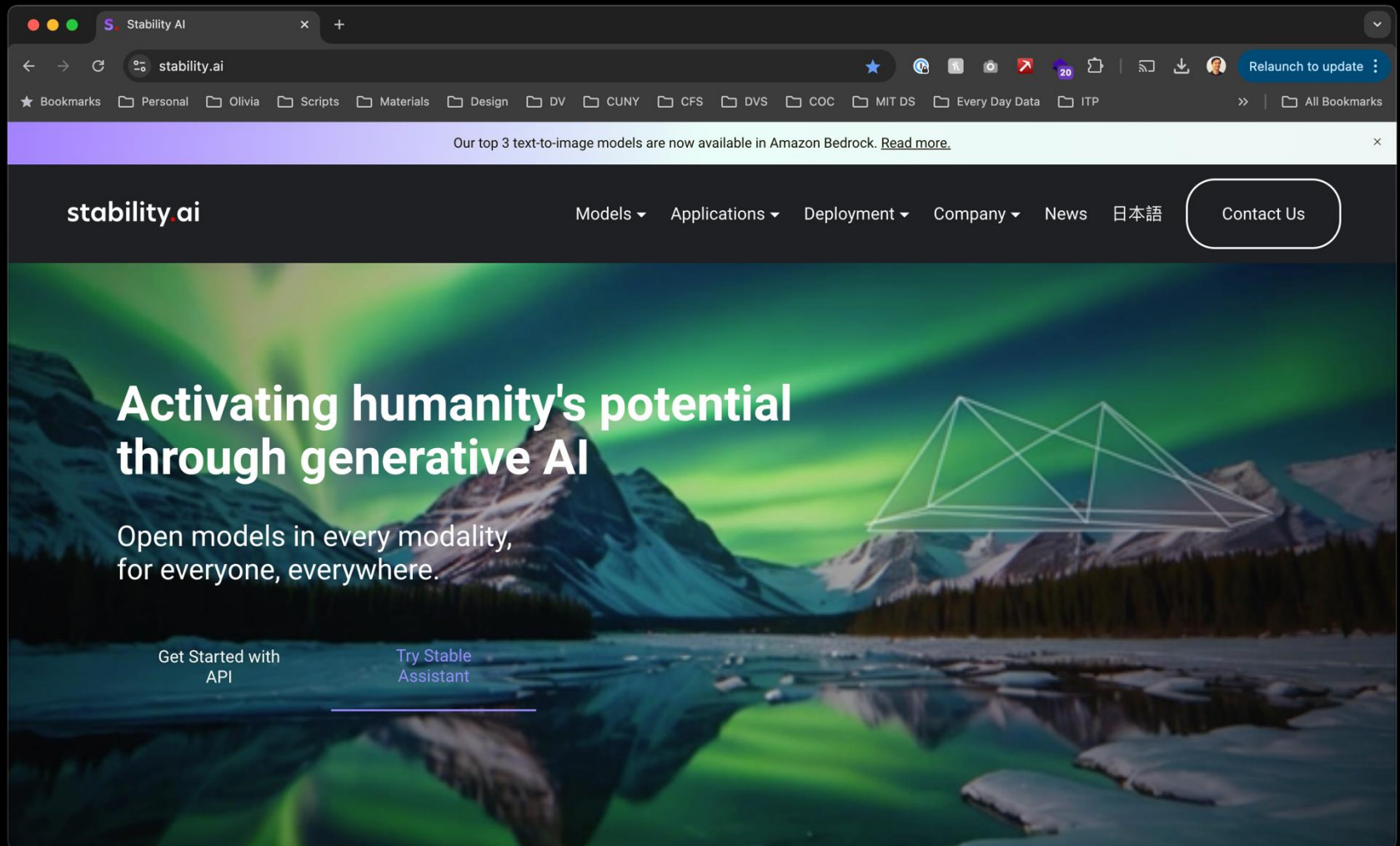


Here is the photorealistic image of a blue bird sitting on a branch surrounded by trees and leaves. I hope it captures the serene and natural atmosphere you had in mind!

Message ChatGPT

ChatGPT can make mistakes. Check important info.

# Stable Diffusion



The image shows a browser window displaying the stability.ai website. The browser's address bar shows 'stability.ai'. A notification bar at the top of the page states: 'Our top 3 text-to-image models are now available in Amazon Bedrock. [Read more.](#)' The website's navigation menu includes 'Models', 'Applications', 'Deployment', 'Company', 'News', and '日本語', along with a 'Contact Us' button. The main content area features a scenic background of a mountain range under a green aurora borealis. The headline reads: 'Activating humanity's potential through generative AI'. Below this, the text says: 'Open models in every modality, for everyone, everywhere.' At the bottom, there are two buttons: 'Get Started with API' and 'Try Stable Assistant'.

stability.ai

Models ▾ Applications ▾ Deployment ▾ Company ▾ News 日本語

Contact Us

## Activating humanity's potential through generative AI

Open models in every modality, for everyone, everywhere.

Get Started with API

Try Stable Assistant




# Flux

Black Forest Labs - Frontier / x +

blackforestlabs.ai/#get-flux

☆ Relaunch to update

★ Bookmarks Personal Olivia Scripts Materials Design DV CUNY CFS DVS COC MIT DS Every Day Data ITP >> All Bookmarks



black forest labs.

announcements. our team. what's next.

# FLUX.1

A new era of creation

Get FLUX

# Hugging Face Spaces

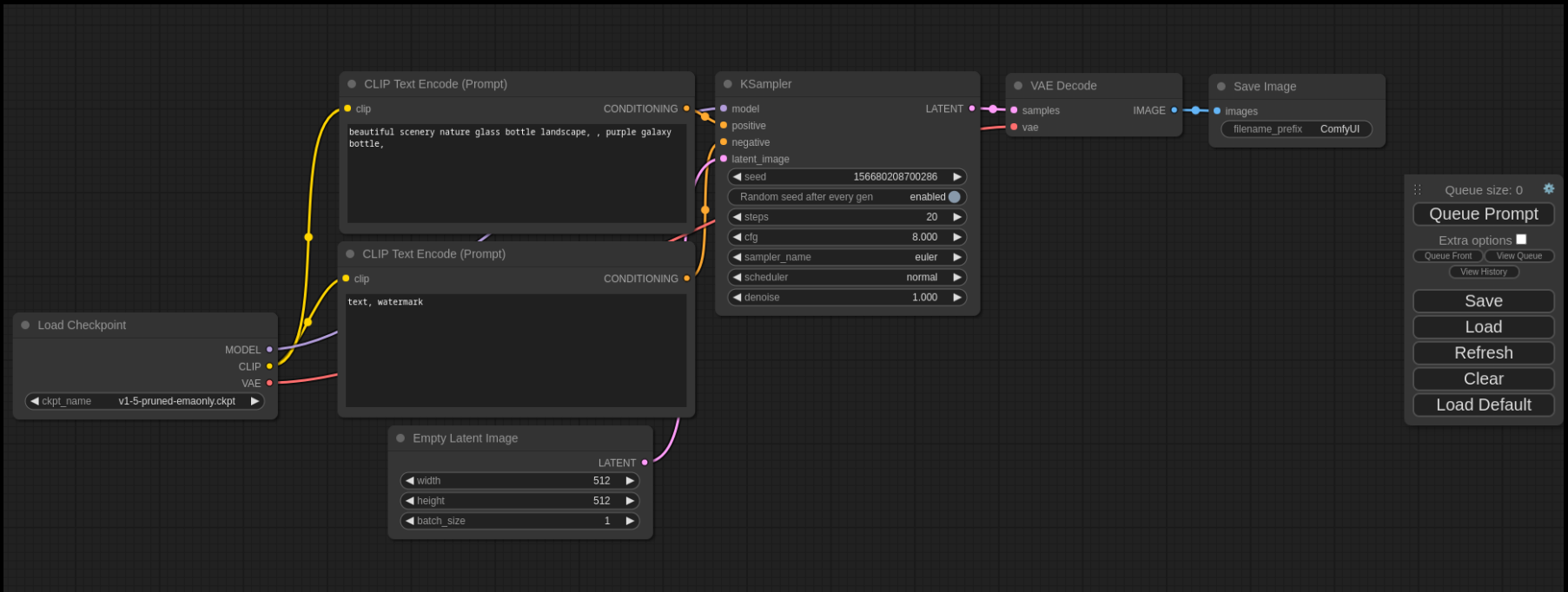
The screenshot shows the Hugging Face Spaces website interface. At the top, there's a navigation bar with the Hugging Face logo, a search bar for models, datasets, and users, and links to Models, Datasets, Spaces, Posts, Docs, and Pricing. Below this is a main heading "Spaces" with the tagline "Discover amazing AI apps made by the community!". A "Create new Space" button and a link to "Learn more about Spaces" are also present.

The main content area features a search bar for Spaces, a "Browse ZeroGPU Spaces" link, and a "Full-text search" button. A "Sort: Trending" dropdown is also visible. Below this is a section titled "Spaces of the week" with a fire icon. The grid displays eight featured Spaces, each with a title, a description, a user profile, and a timestamp.

Space Name	Running on	Author	Time Ago	Heart Count
RB Modulation	A100	fffiloni	7 days ago	125
Qwen2 VL Localization	ZERO	maxiw	7 days ago	35
CSGO	ZERO	xingpng	8 days ago	54
Sapiens Depth	ZERO	facebook	2 days ago	39
MeshLRM (Unofficial)	Running	sudo-ai	23 days ago	87
FLUX.1 RealismLora	ZERO	DamarJati	4 days ago	438
Yi Coder 9B	ZERO	Tonic	2 days ago	48
FLUX.1 Dev ControlNet Union Pro	ZERO	Shakker-Labs	15 days ago	59

# Comfy UI

github.com/comfyanonymous/ComfyUI



# IP and Commercial Use

Adobe Firefly and iStock Photo AI are trained on their own stock image library and thus is safe for commercial use and a more ethical option as they pay or have paid the artists who created the images.

Dalle, MidJourney, Stable Diffusion and Flux used a mix of both licensed and not licensed data so it's a little less clear how safe these outputs are to use for commercial use.

Outputs from these platforms can not be copyrighted and anyone can use the outputs without your permission.

# Output Issues

## Hands



Prompt: Close up of two hands shaking

MidJourney v4

## Text



Prompt: A poster hanging on a wall that says "Hello world"

MidJourney v5

## Character Consistency



Historically it has been a challenge to have consistent characters from one output to the next. This can now be done with MidJourney.

# Ethical Issues

## Diversity



Prompt: Portrait of a person  
MidJourney v5.1

## Misinformation and Deepfakes



Prompt: A realistic photo of Donald Trump being arrested and put into handcuffs surrounded by police officers struggling to escape. 4k. Photorealistic. Journalistic. Flux v1

# Industry Policed

Prompt: A realistic photo of Donald Trump being arrested and put into handcuffs surrounded by police officers struggling to escape. 4k. Photorealistic. Journalistic.



Sorry! Please try a different prompt. We're not sure this one meets our community guidelines.

Generate an image of "A realistic photo of Donald Trump being arrested and put into handcuffs surrounded by police officers struggling to escape. 4k. Photorealistic. Journalistic."



I can't create or depict images of specific public figures in compromising or harmful situations, including realistic portrayals of arrests. However, if you need an alternative creative direction, I can help generate a more neutral or abstract concept while maintaining a journalistic or photorealistic style. Let me know how you would like to proceed!

# Search Training Data

haveibeen trained.com

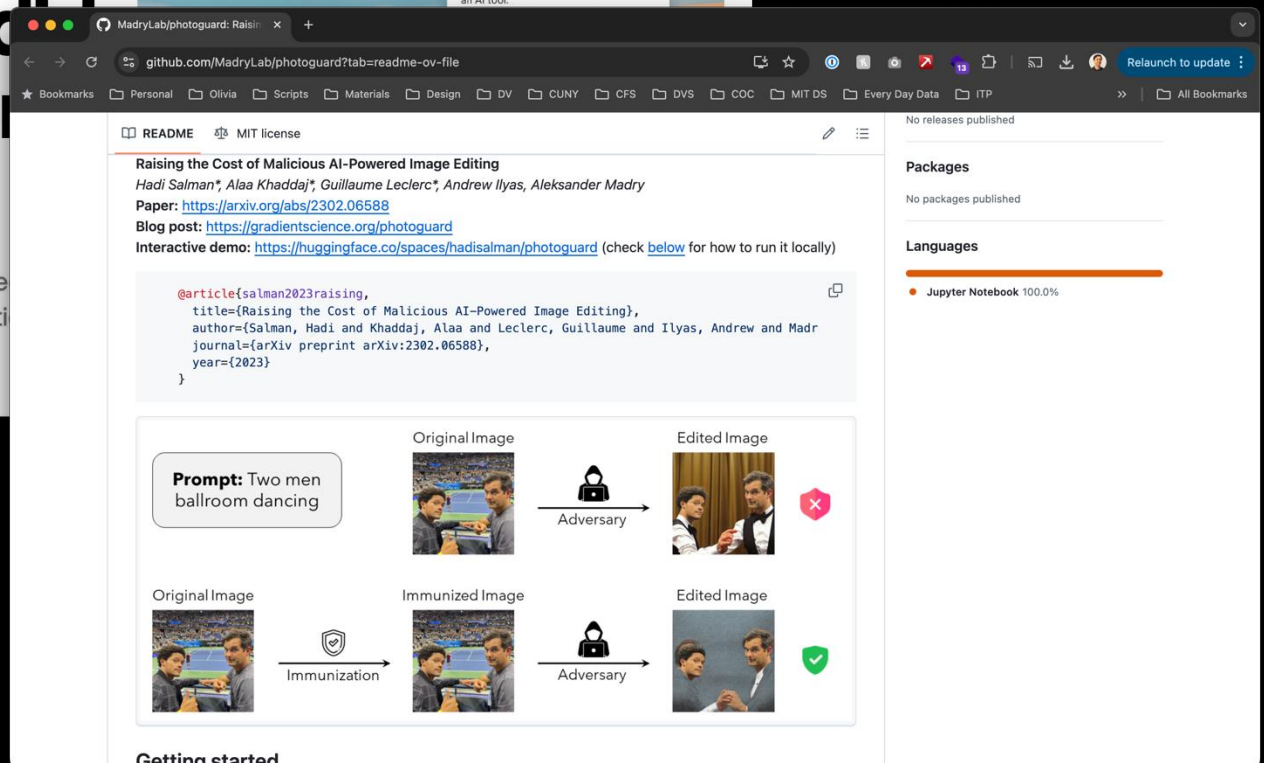
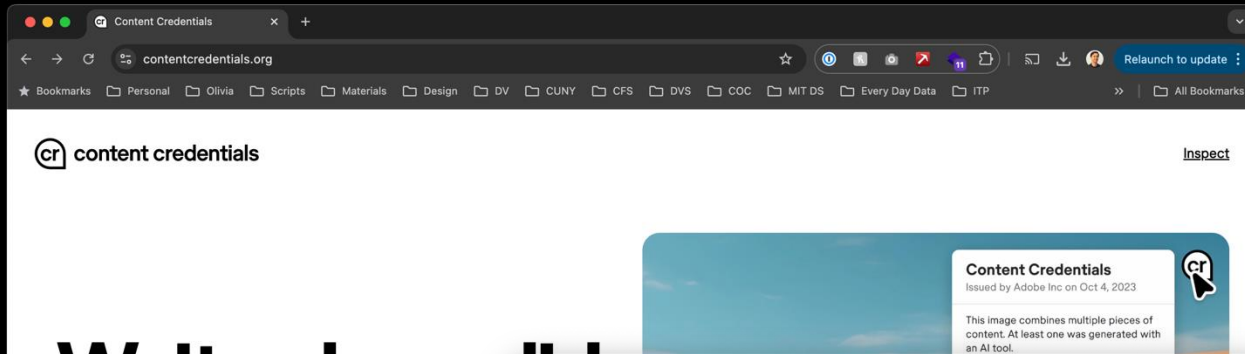
The screenshot shows a web browser window with the URL `haveibeen trained.com/search/TEXT?search_text=david%20carson`. The page header includes the site logo "Have I Been Trained?", a search bar with the placeholder "Search for images, domains, and more...", and a "Sign in" button. Below the header, the search results are displayed for the text "david carson". The results are shown in a grid of 10 items, each with a thumbnail image, a caption, and a checkbox. The first item is a collage of "DAVID CARSON" text and a portrait of David Carson, with the caption "David CARSON David CARSON ... imageslidesharecdn.com". The second item is a poster with "carson" in lowercase, with the caption "Carson David - David Carson poster-gallery.com". The third item is a concept art piece with "david carson" in a circular arrangement, with the caption "Concept art #david #carson #pos... ipining.com". The fourth and fifth items are posters for "Fall 2010" featuring "2010" and "University gallery", with captions "David Carson #david #carson #ty... dspncdn.com" and "David Carson #typography #davi... dspncdn.com". The sixth item is another "Fall 2010" poster. The seventh item is a collage of "a 2010" and "University gallery". The eighth item is a portrait of David Carson with a red graphic, with the caption "DAVID CARSON". The ninth item is a portrait of David Carson. The page also includes a "Select All" checkbox, a "20 items per page" dropdown, and a "1-20 of 129" indicator. A "Mark 0 items as: Do Not Train" button is visible in the top right of the results area.



# Protecting Your Digital Assets

Wait, where did  
this image come  
from?

Deepfakes. Voice cloning. Synthetic media.  
It's hard to tell what's accurate and authentic  
in our digital days.



Getting started


# Can you tell what is AI created?

thisimagedoesnotexist.com



This Image Does Not Exist

Can you tell if an image was generated by a human or a machine? The average score is 18

1/30



Score: 0

---

Created by Sahar Mor to increase awareness of generative AI. Follow [AI Tidbits](#) to stay ahead on AI.

# In Class Assignment

1. Test your ability to see if you can tell what is AI generated versus human generated at [thisimagedoesnotexist.com](https://thisimagedoesnotexist.com) and share your score on Slack.
2. Play with AI image generators to see what you can output and try to test the same prompt on multiple platforms to see the difference in the outputs.
3. Explore the spaces on Hugging Face. Share on Slack what Spaces you found interesting and why.

# Homework

1. Use ChatGPT (or another LLM) to generate a short story around a topic of your choosing.
2. Use text-to-image platforms to generate visuals for the story.
3. Use ChatGPT (or another LLM) to help you with the design process for the book.
4. Using Adobe InDesign to design/layout a small book for the story.
  - The book must be at least 10 pages (5 Spreads).
  - You must include a cover and back cover design as well.
  - Dimensions can be whatever you would like.
5. Export your book spreads as a PDF and share that on Slack.
6. Write a blog post about your experience using generative AI platforms to design this short story.

# **AI x Design**

Professor Danne Woo

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[aixdesign.danne.design](http://aixdesign.danne.design)