



VISUAL AI QUICKSTART

FLURBOS + KELVIN DESIGNS

FOREWORD

You are an artist. You have a vision.
Lets get Midjourney to create it.

Welcome to this Quickstart Guide, made to help you get what you want out of Midjourney without falling into the usual traps along the way.

At Flurbos, we've generated over 16,000 images with Midjourney, which means we've tested every corner, broken stuff, cursed at prompts, cried a little, and figured out what actually works. This guide is your shortcut to that knowledge.

This isn't a deep dive into how AI works behind the scenes. It's not a crash course in generative AI theory either. It's focused on one thing only, how to get Midjourney to do what you want, consistently.

Because, let's be real, typing in a prompt and hoping for magic feels cool until it doesn't. Midjourney is a tool, and like any tool, it takes skill, patience, and a few tricks to master.

If you're paying for a product, it should work. It should feel reliable, fast, creative, and intuitive. But the truth is, using AI still feels like a gamble sometimes. This book is here to stack the odds in your favor.

We'll cover how to prompt, what settings to pay attention to, and how to get closer to the thing in your head without wanting to punch things. You don't need to be a pro, you just need the right approach.

ARTIST ETHICS & MORAL CODE NOTE

For the purpose of learning this tool we will assume all images were gathered with full artist consent, the AI was trained only on happy artist work, and Midjourney is not about to lose a billion-dollar lawsuit to Disney or Universal... 🤔



Prompt

/präm(p)t/ IMAGE GENERATION

verb

- 1. Prompting is the art of turning an idea into words and getting an AI to create or do something with it. It's a creative process built around **five repeating steps**.
 - *I learned to prompt and now I can create neat images.*

noun

- 2. The words that you created and gave to the AI.
 - *Oh, wow, that looks so cool, what was your prompt?*

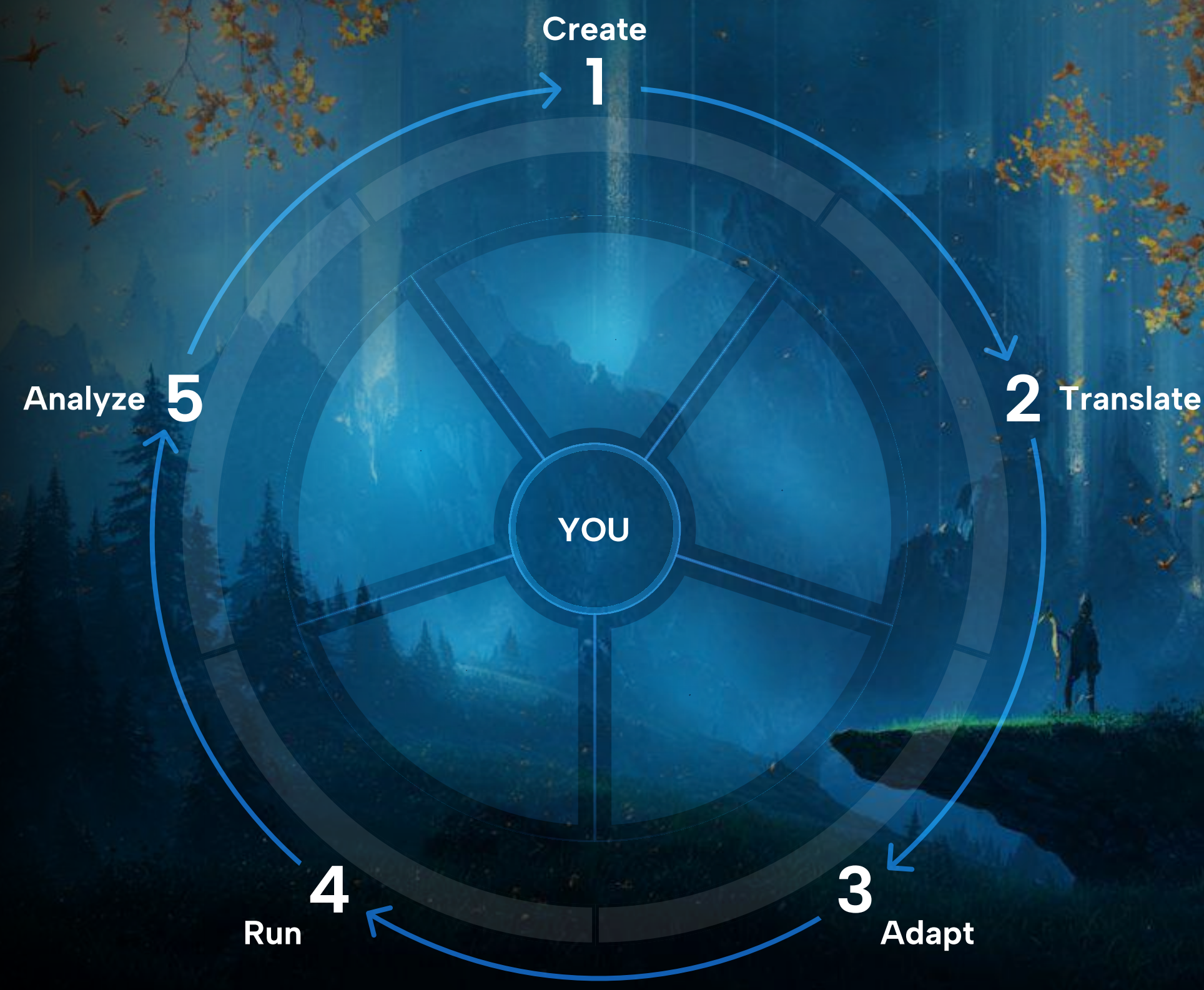
THE ART DIRECTOR'S ROLE

The role on any project essentially matches this flow... welcome to being an art director! Congrats on the new job!

Step	Prompt Wizard	Art Director
1	Create a precise or rough idea	Conceptualize the visual intent
2	Translate this idea into words	Translate into references / briefs for crew
3	Adapt your words for Midjourney	Adapt to medium / tools / needs / specs
4	Run the prompt in Midjourney	Guide or generate the work
5	Analyze the result & revise	Critique and revise

THE PROMPT JOB

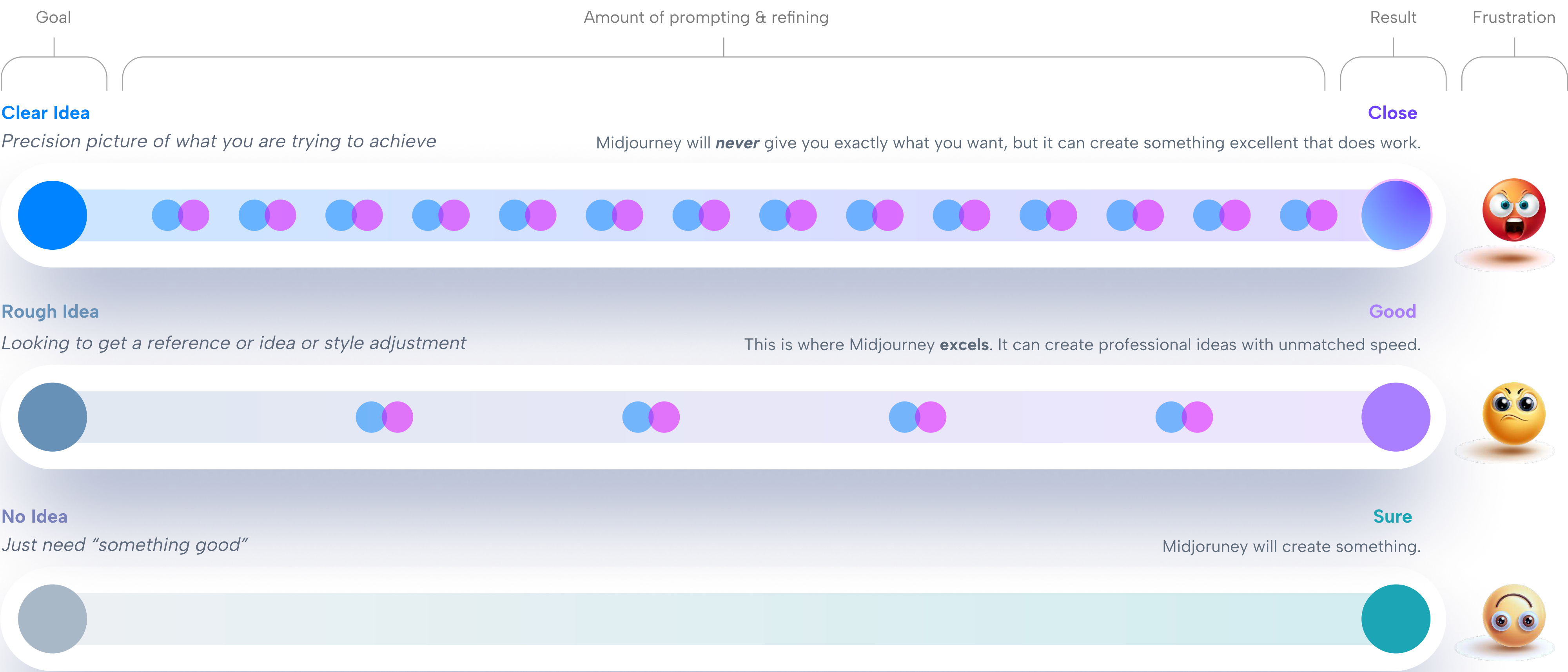
This is your job when you are prompting in Midjourney, whether or not you actually know you're doing it.



PROMPTING BASICS

DEFINE YOUR GOAL

We will focus on “Clear Idea” and “Rough Idea” the most.
Prompting in Midjourney can be “fun”.



PROMPTING BASICS

TIME, FORM, PLACE, & EVENT

Decide on the **Time, Form, Place & Event**.

The more you put into words and clearly define these 4 aspects, the closer you will get to your vision.

This method works. Midjourney will never give you exactly what you want, but it can create something excellent that does work.

■ EVENT

■ FORM

full-body portrait, young Japanese woman, wearing a dark green short blazer, white collared pin tuck blouse, mini skirt, micro short bangs, undercut hairstyle, black hair, 1920s short bob hair, dynamic atmosphere, white background

■ PLACE

TIME

Time in this prompt is implied to be present-day



PROMPTING SETTINGS

MODEL, STYLE, ETC.

Here are great settings to start with.

Mode "Standard" applies its own idea of beauty, lighting, mood, and polish. "Raw" turns that off and gives you control and realistic results.	Raw
Stylization Stylization controls how much Midjourney beautifies your image. Higher values look more artistic, but may change your exact prompt.	750
Weirdness Weirdness adds unpredictable, unusual changes to your image. Higher values often produce strange, broken, or low-quality results.	0
Variety (Chaos) Variety (also called Chaos) controls how different your four images look. Higher values create more variation, but may ignore parts of your prompt.	0
Speed "Fast" mode uses credits. "Relax" mode is free but slower (depends on server load). "Turbo" mode costs more, but isn't much faster.	Fast
Version Version sets which release of Midjourney is used. Higher versions look better and follow prompts more accurately. 7 is the latest version.	7

Low Stylization looks bad. If you're using it anyway, Try "Standard" Mode for slightly better results.

A



- A. Recommended settings
- B. Mode: Standard
- C. Stylization 1000
- D. Variety (Chaos) 100
- E. Stylization 0, Standard
- F. Stylization 0
- G. Weirdness 3000

stock photo, professional, workplace, girl with blue hair, tattoos, white background, documents

Recommended settings:

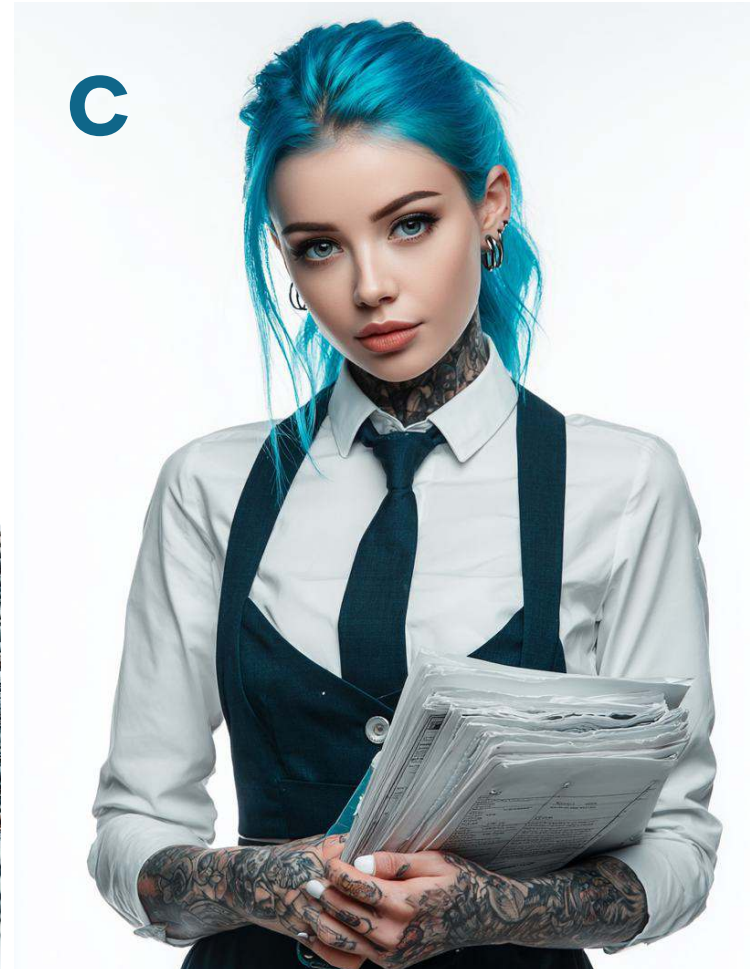
Mode: Raw
Stylization: 750
Variety: 0
Weirdness: 0
Profile: jvfxil4

We used our recommended settings in all instances unless otherwise specified.

B



C



D



E



F



G



PROMPTING BASICS

ADDING DETAILS

Break it down.

MORE FORM

Adding these descriptions in the form of your prompt helps you direct Midjourney more precisely.

Thinking with Time, Form, Place and Event and using these will really help you get much closer to what you want.

Subject

person, girl, guy

Medium

photo, painting, 3d

Lighting

back-lit, soft, studio

Color

add color to any item

Mood

dark, happy, calm, exciting

Composition

portrait, closeup, overhead

Emotions

happy, interested, mad

Camera

lens, film, camera, angle

FORM

What is in the scene?

Most of this prompt defines the form of the image, these directions are vital for getting Midjourney to create a specific vision or even a concept.

TIME

When did this occur?

“Contemporary” – 2025 (ish)

“natural light enters through a tall window” – day time.

PLACE

Where is this?

“Quiet environment”, “warm, diffused lighting”, “bedroom”... these define where the event took place.

EVENT

What happened or is happening?

“High-end interior design photography, Quiet environment” – someone took a photo of nothing happening in a space.

High-end interior design photography for a modern interior design magazine. Contemporary minimalist bedroom design with matte black walls, light oak flooring. Centered on a wide, clean-lined bed with neutral-toned bedding and soft linen textures. Side wall closets with integrated wooden doors integrated with no visible handles. Shot in a serene atmosphere with natural light enters through a tall window, casting subtle shadows on the floor. Shot on a wide-angle lens. High quality architectural visualization. Quiet environment, soft textures, and warm, diffused lighting.



PROMPTING BASICS

LEAVING OUT DETAILS

Midjourney fills in whatever you leave out.

It is a good idea to put the more important details (words) of your vision closer to the start of the prompt. The closer to the start the more important those words are.

Prompt: "Blue dress"



If you omit the time, it will usually assume you want 2025 or guess at the time based on the rest of the prompt. If you add another detail like "Dinosaur" it will assume the time period would be 65 million years ago (or whenever you believe dinosaurs were around).

If you skip the form, you'll get something random and pretty.

If you skip the event it'll default to a someone taking a photo or drawing an illustration. "Samurai character" gives a drawing, "fashion model" gets you a photo.

If you do not describe the place... well, you get it.

Cinematic, Summer drinks campaign, Lifestyle photography from an unusual angle, A young woman with messy black glitter makeup, dripping black glitter eyeliner, crying glitter makeup, smeared, dark hair, bangs, fair skin sipping a strong drink through a blue straw, glitter on skin. Low angle shot from inside the glass, vibrant blue sky in the background, Contemporary 2025, Vibrant digital colors with subtle lens flare, Wide angle lens, Commercial style by Petra Collins, Fun and spontaneous atmosphere, Strong natural lighting with soft shadows, Vibrant color palette with red, blue and white, Youthful and sunny brand identity, Targeting a young and active audience, Relaxed lifestyle approach, Creative point of view as the main visual, Centered circular composition, Suggestion of movement with liquid being sucked, Light reflections on the edges of the glass



REFINING PROMPTS

OMITTING ON PURPOSE

If you want Midjourney to give **you** ideas, omit important information and let Midjourney make up the details. This can be an effective method to build your prompt and refine with each version.

A woman sitting on a rocking horse



A woman sitting on a rocking horse with brown boots



Medium Shot, A fashion shoot for a Vogue-style fashion magazine cover features a woman sitting on a and old toy rocking horse.



Medium Shot, A fashion shoot for a Vogue-style fashion magazine cover features a stunning 35-year-old model with dark hair and blue eyes. She is sitting on a and old toy rocking horse. Her look is natural, youthful, and fresh, with no makeup, embodying a youthful, almost childlike innocence.



Medium shot, a fashion shoot for a Vogue-style fashion magazine cover features a stunning 35-year-old model with dark hair and blue eyes. She is sitting on a and old toy rocking horse. The image is highly stylized, with a sleek, modern design against a brown studio background. the floor is dirty, adding a playful touch to the sophisticated atmosphere. The model wears a long flowing dress and brown boots, . Her look is natural, youthful, and fresh, with no makeup, embodying a youthful, almost childlike innocence. Her style is casual, sporty, and elegant, reflecting a tennis-inspired aesthetic. Rich in detail and texture. High-fashion editorial photography

HOW TO USE ANOTHER AI

For this example we are using ChatGPT, but many will do great.

The purpose of this is to skip step 3 of your Art Director's job.

Recap: The steps anyone takes in "Prompting" are , create, translate, adapt, run and analyze. Getting another AI to write your prompt is a great way to skip step 3 which is the most frustrating and obtuse part of the job. Plus, if anyone knows how to talk to an AI properly it would be another AI.

1 Find a reference

We only really need text here so this page looks nice, the step title is really all you need to do.

2 Screenshot it

You do not need to save it to your desktop or anything, take a temporary screenshot of it.

On Windows this is **Windows key + Shift + S**

On Mac is **Command + Control + Shift + 4**

3 Paste it to your ChatBot

Don't submit it yet though.

4 Ask the AI for a prompt

Something like "Howdy, good to see you again, would you mind helping me write a prompt for Midjourney that will create an image like this? Now submit the text and the image together.

5 Analyze output

Review the AI's prompt, and adjust anything that seems wrong or you want to change (you can also skip this and just see what happens, both work)

6 Give the AI the output

Screenshot + paste the output from Midjourney back into your AI and the updated prompt if you made any changes to the prompt.

Prompt newly "Thank you, this looks great, a few adjustments..." and give it any notes you have.

7 Repeat

After a few times you will be able to tell if you are getting closer or further away from your goal. Direct the AI ChatBot as needed to get as much as the prompt working as possible.

Having the AI nail down the **time, form, place and event** and separating them out as paragraphs can help if you need to adjust the prompt itself.

Note: You can skip steps 1-3 and use another AI for straight word-to-word translation. This may result in good prompts but it can also create double work where you are adapting two different prompts for two different AIs.



Refined Prompt V4:

Let's try something that addresses both warmth and sky clarity:

```
css
a lone hiker walking across dark volcanic rock, dramatic silhouette, golden-orange sunset light br
```

Optional Clarifying Questions (if you're game):

To really nail it next try — quick questions:

1. Do you want the camera always behind the hiker (walking away), or should we test a side or angled shot?
2. Should we aim for a softer "sun flare" or keep it all diffuse/glow-based?
3. Want to stay photo-realistic, or are you open to a painterly look at some point (for stylized alt versions)?

Let me know and I'll prep a few parallel prompt variants so you can batch-run them in Midjourney and hit gold.

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much better! lets get the runner running to the right instead of facing the camera, and we should have clear sky at the top of the frame



Ask anything

+ Tools



ChatGPT can make mistakes. OpenAI doesn't use Flurbos Workspace workspace data to train its models.



Fun

(Nice book, right? The upgrade is supremely better.)