ARCHIx

MIDJOURNEY

TABLE OF CONTENTS



02 WHAT IS MIDJOURNEY?

03 GETTING STARTED WITH MIDJOURNEY

04 TIPS FOR USING MIDJOURNEY

05 THE ARCHITECTS DESIGNING SURREAL WORLDS WITH AI

WHAT IS MIDJOURNEY?

Midjourney is an excellent example of generative **AI** that creates images based on **text prompts**. It has become one of the most popular tools for creating AI art, along with Dall-E and Stable Diffusion. Unlike its competitors, **Midjourney** is self-funded and **closed-source**, so knowing exactly what's under the hood is cloudy. We know that it relies heavily on machine learning technologies such as large language and diffusion models. The results are sometimes startling, always impressive, and can possess very **realistic qualities**.



Midjourney offers a **free version** that includes basic features and limited access to the AI models. Users can typically generate around **25 images** with the free version. After that, users can upgrade to **a premium** paid account. The paid version offers more **advanced features** and full access to the AI models.

GETTING STARTED WITH MIDJOURNEY

As previously mentioned, Midjourney no longer offers a free trial. You'll need to subscribe to generate AI art to get the most out of it. We'll walk you through the steps to set up your Discord account and show you how to subscribe to Midjourney.

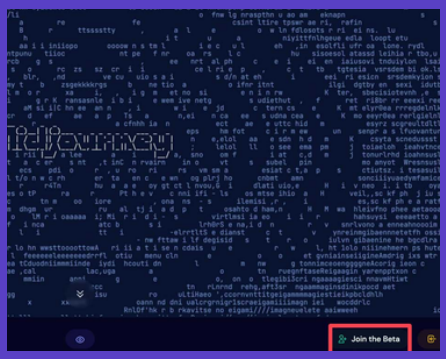




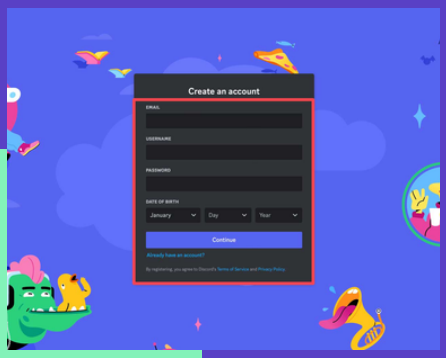




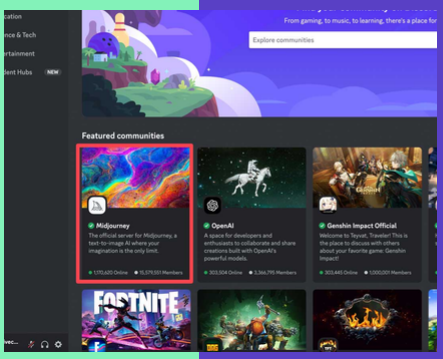
STEP 1: SETTING UP DISCORD



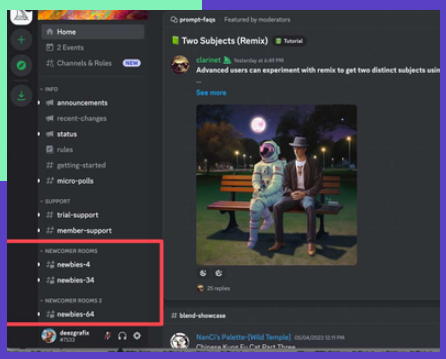
Before you can create amazing AI art with Midjourney, you'll need to sign up or sign in to your Discord account. If you already have one, you can skip to the next step. Start by navigating to the **Midjourney** landing page. Click on **Join the Beta**.



This will bring you to a new screen where you can create a Discord account. Once you've filled out the required fields, click the continue button. Alternatively, if you already have Discord, click **Already have an account.** Next, click the **+ button** near the top left of the Discord toolbar. This allows you to add the Midjourney server to your Discord account.

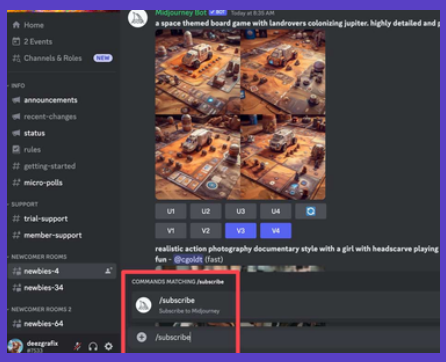


A popup will appear with several options. Click **join a server** for this tutorial. Next, click **don't have an invite.** This allows you to browse servers you'd like to join. Locate **Midjourney** under the featured communities, then click on it.

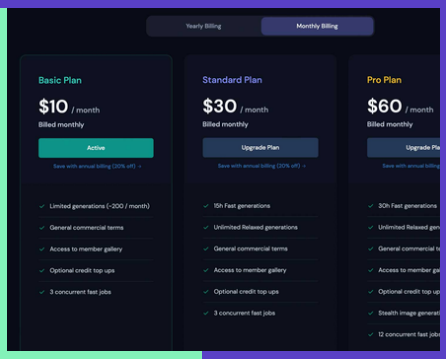


Once logged in, you'll be redirected to the Midjourney Discord server. As a free member, you won't have the option to create images, but you can poke around the interface to see what all the fuss is about. You can browse other users' artwork by visiting different rooms, such **as newbies-4**, to get a feel for how Midjourney works.

STEP 2: SIGNING UP FOR A MIDJOURNEY SUBSCRIPTION



To create artwork, you must sign up for a Midjourney subscription. We'll walk you through the easiest way to do it. Near the bottom of the screen, you'll discover a text prompt. Click within it and start typing **/subscribe**. This will bring up the subscription prompt, allowing you to sign up for one of Midjourney's paid plans. Click **subscribe to Midjourney**, then click enter on your keyboard.



The bot will redirect you to the subscription page to choose a plan tier that meets your needs. There are three tiers: **Basic**, which costs $10 per month, comes with 200 generations a month, and gives you a private chat room to generate images. The next plan, the **Standard,** gives you 15 hours of image generation, unlimited relaxed (slow) generations, and a private chat room for $30 monthly. Finally, there's the **Pro plan**, which costs $60 per month, and provides 30 hours of fast image generation, a free chatroom, and unlimited relaxed image generation at $60 per month.

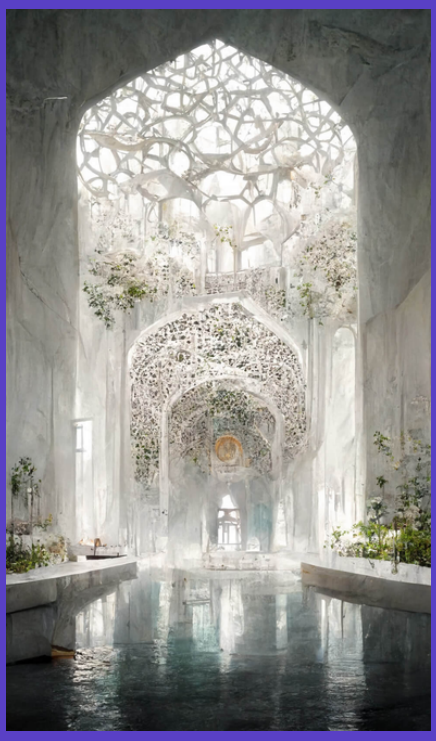


The basic plan is your best option if you're starting out. It allows you to explore the platform, generate images, and familiarize yourself with the interface and how text prompting works. If you like what you see, you can always upgrade to a higher tier simply by inputting the **/subscribe** prompt to bring you to your account, where you can easily upgrade.







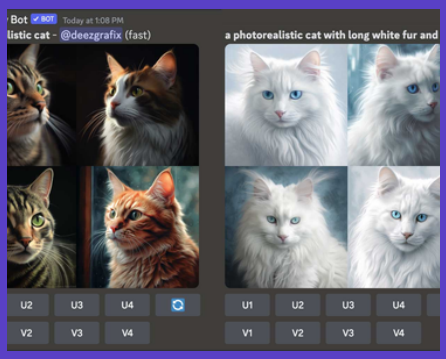


TIPS FOR USING MIDJOURNEY

Knowing a few tips is important to successfully use any AI generative software. Although a relatively new concept, AI art generators like Midjourney are becoming mainstream. Because of this, learning how to get the most out of it is important. Here are a few tips and tricks to start you on your quest for digital art creation.

These tips are not specific to Architecture, but more general for the platform. Of course feel free to adjust based on your needs and requirements.

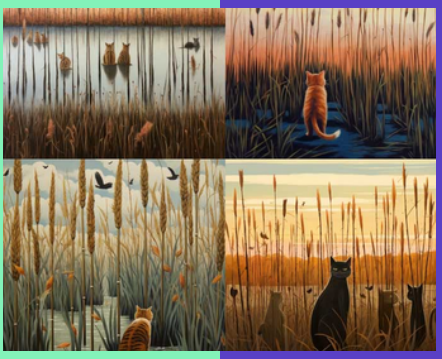
BE CONCISE



While that might sound counterproductive, generating AI art follows the same concept as writing a good blog post. It's always better to be descriptive but concise when constructing prompts in Midjourney. Giving it too much to go on can either overwhelm it or, at the very least, result in undesirable images.

For example, check out the differences in these prompts. The first one /imagine a photorealistic cat will produce a set of cat images, but a more specific prompt, such as /imagine a photorealistic cat with long white fur and blue eyes, will produce a more detailed output.

USE STYLES AND MEDIUMS



One of the best aspects of Midjourney is its ease of use. Literally, anyone can create a prompt that produces beautiful artwork. If you want to improve your game, use styles and mediums in your prompts.

For example, we uploaded images of ourselves to turn us into Victorian queens simply by telling Midjourney to imagine this woman as a 1700's era Victorian queen.

COMBINE CONCEPTS



Another thing to try is combining concepts to create interesting pieces. Rather than prompting Midjourney to create a superhero, add another theme to get more targeted results.

For example, we used /imagine a Canadian superhero, which resulted in a series of images of a superhero clad in the colors of the Canadian flag:

TIPS FOR USING MIDJOURNEY

Knowing a few tips is important to successfully use any AI generative software. Although a relatively new concept, AI art generators like Midjourney are becoming mainstream. Because of this, learning how to get the most out of it is important. Here are a few tips and tricks to start you on your quest for digital art creation.

These tips are not specific to Architecture, but more general for the platform. Of course feel free to adjust based on your needs and requirements.

USE LIGHTING FOR MORE DYNAMIC OUTPUT



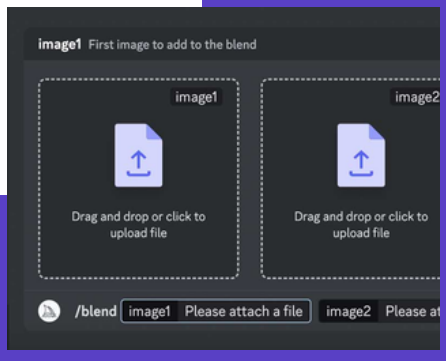
One of the most important aspects of artistic expression is using lighting effectively. By default, Midjourney will add some lighting to the output. However, if you want to see improvement, one of the best places is to start by adding a bit of lighting to your prompt. For example, we used the following prompt to incorporate beautiful lighting effects: /imagine an image of the Eiffel Tower at midday, complete with cinematic lighting.

USING YOUR IMAGES



Midjourney will do its best to create your desired image, but remember to be specific. If you want the photos to be female, specify that. Just because you upload an image of a woman doesn't mean you'll receive female superheroes. For example, we used the prompt /imagine a hyperrealistic image of a female superhero. Omitting the word female might cause Midjourney to create male photos, which may or may not work for you.

USING BLENDING EFFECTS



It works much like the /imagine command, except you can upload anywhere from 2-5 images, then ask Midjourney to blend them with a text prompt. That said, ensure that both images have the same dimensions for the best results. You can even specify the aspect ratio you'd like. For example, we used the /blend command to combine a photo of a cat and dog, resulting in the image of the dog taking on the same feel as the photo of the cat.





THE ARCHITECTS DESIGNING SURREAL WORLDS WITH AI

The AI art generator Midjourney is the favored tool in architecture. And designers are using it to conjure up their wildest dreams.



A crocheted house designed by Hassan Raqab, who says that AI art generators trained on search images lack an appreciation for Islamic architecture.*Source: Hassan Raqab*

Hassan Ragab, a computational designer working in architecture in Los Angeles, has used all sorts of incongruous materials in his Midjourney buildings, including feathers and cotton candy. Now he's using the AI tool to create homages to his hometown of Alexandria, Egypt. For his series **"The City is a Tram,"** Ragab melds the city's yellow trams with art nouveau architecture from its downtown.

THE ARCHITECTS DESIGNING SURREAL WORLDS WITH AI

The AI art generator Midjourney is the favored tool in architecture. And designers are using it to conjure up their wildest dreams.



Chantal Matar, an architect who runs an eponymous design studio in London, has been using Midjourney to play with the notion of fluid architecture, which usually refers to seamless, curving structures. Her images meld cascading water with vast curving interiors to create otherworldly visions.

“I find comfort in imagining myself in these places, maybe because I’m Mediterranean and like the idea of water in my simulations,” Matar says. “The combination of fluid elements with architecture is more poetic than a space you can actually live in; it just evokes emotion.”

While Matar’s AI work is for now theoretical, she is researching ways to bring it into 3D form.

THE ARCHITECTS DESIGNING SURREAL WORLDS WITH AI

The AI art generator Midjourney is the favored tool in architecture. And designers are using it to conjure up their wildest dreams.



However, Coorlas is going further than mood boards. He is currently working on an "AI-encouraged" open-air pavilion he aims to build in the North Shore area of Chicago. The structure would feature 3D-printed arches made out of adobe.

Coorlas began the project by crafting a prompt in Midjourney: "A photorealistic rendering of an architectural open air pavilion, asymmetrical double barrel vault structure, with arches, made of terracotta and clay, modular component assembly, geometric composition, artificially illuminated, accent lighting, during a bright foggy sunrise in a grass field with native prairie plantings — ar 16:9." (That last snippet of text gives the image a 16:9 aspect ratio.)





ARCHIx

الوجه الآخر للعمارة

THE OTHER SIDE OF ARCHITUCTURE