



Midjourney

Læs mere om Thomas:

<https://marketingcapacity.com/freelancer-vikar/art-director/idmc-72detb/>

Sæt møde op om evt. samarbejde:

Anna Falkenberg, anna@marketingcapacity.dk, +45 2371 9009

Introduktion

Thomas

- Freelance Art Director & konceptudvikler
- 25+ år i reklamebranchen på flere internationale bureauer
- Autodidakt Midjourney ekspert

MarketingCapacity

December 2023

02

Prompting

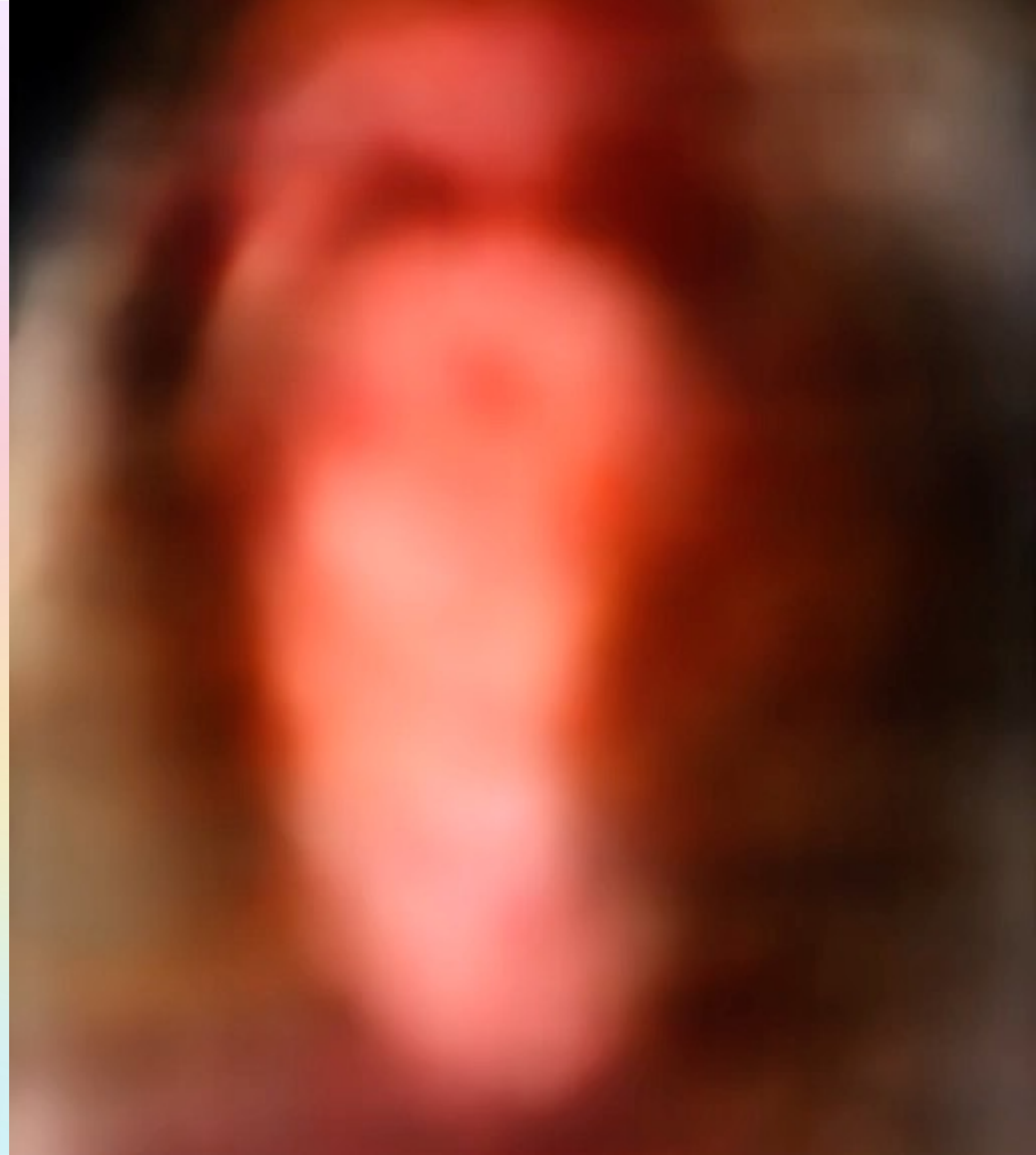
/imagine:

A beautiful woman, photo --ar 3:4

Motiv

Stil / medie

Parameter



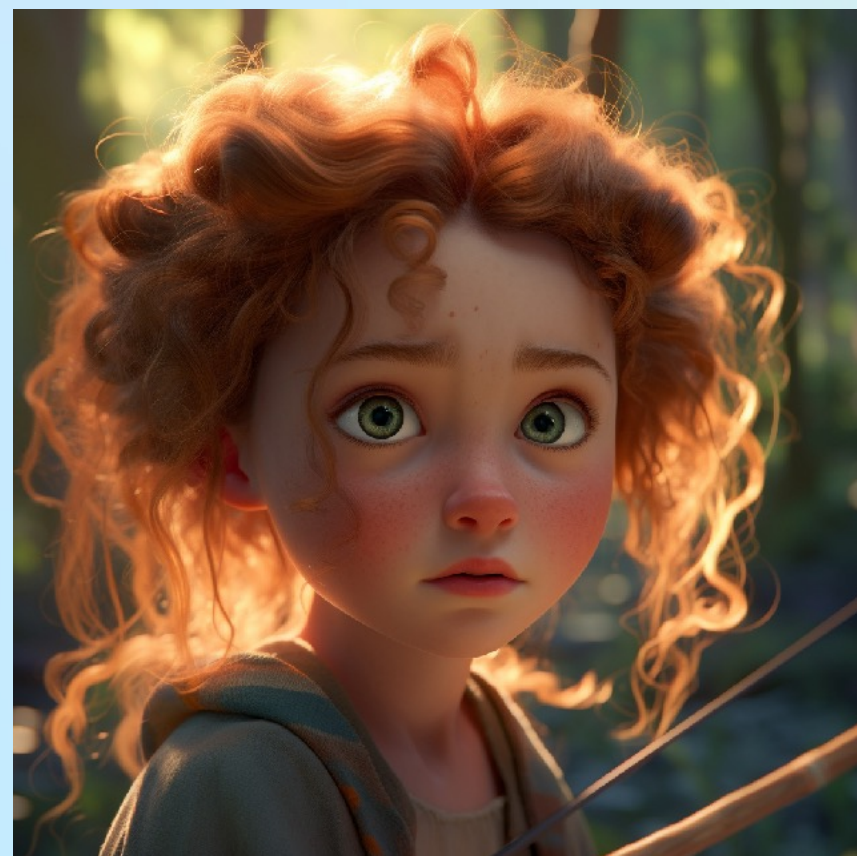


/imagine: A portrait of an intelligent being from another planet

Motiv

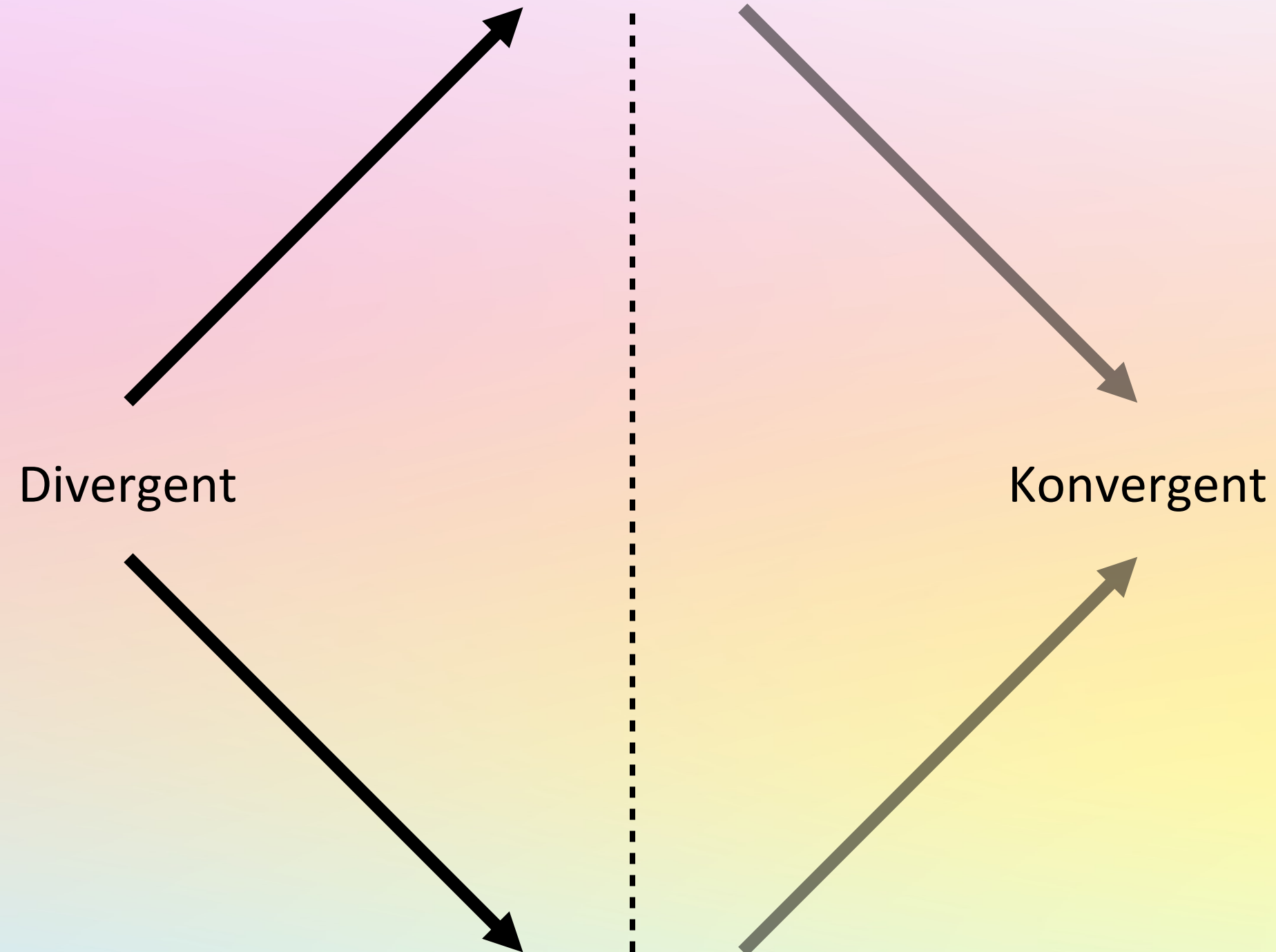
If you can dream it...







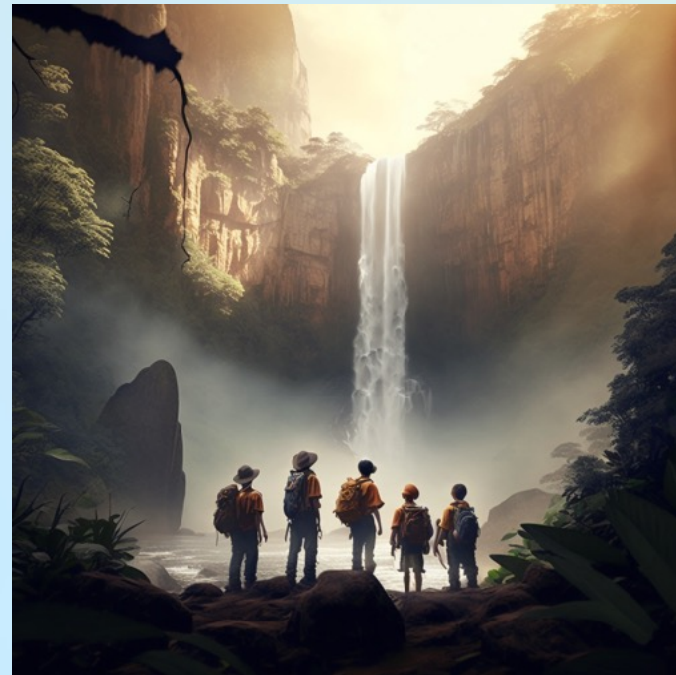
Guds gave til reklamebranchen?



Divergent vs Konvergent
Midjourney er vanvittig god til at 'folde en idé ud', men kæmper med at være konkret.

Cases





Design af maskot

Oddset pitch

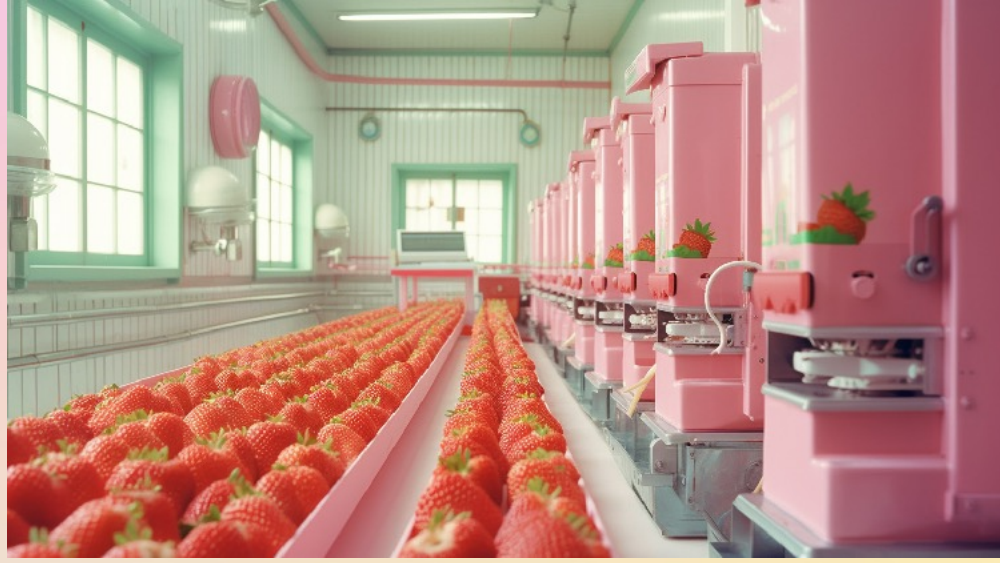


Design af maskot

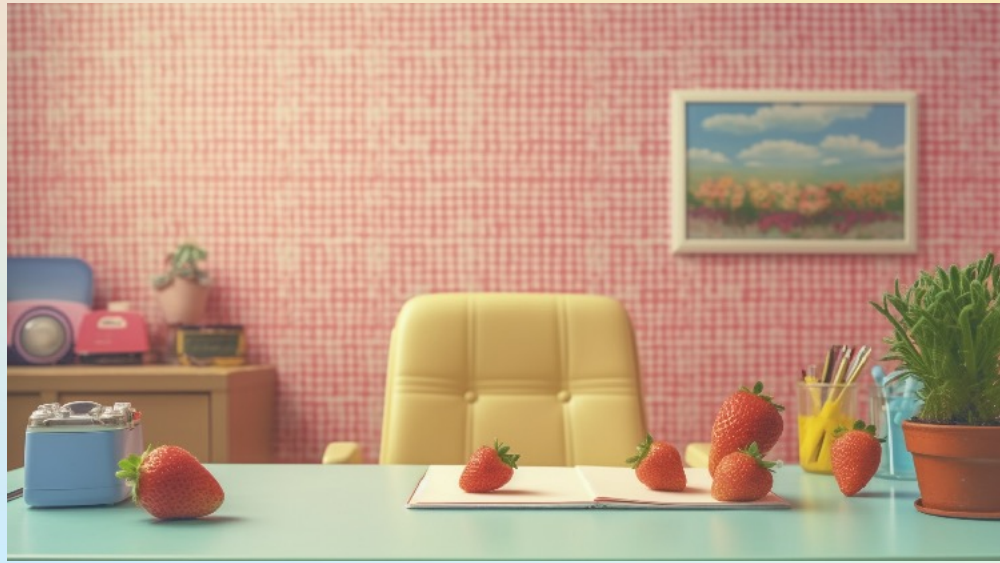
Oddset pitch



Moodboard



Den Gamle Fabrik







Work-in-progress

Packshots



Opsummering

+

- Stærkt til visualisering og konceptualisering
- Royalty free
- Cost effective
- Stor volumen

-

- Svært at styre - meget trial & error
- Ingen mulighed for copyright
- Folk bliver arbejdsløse?
- Er kun så kreativ, som sin bruger



Tak!

/Imagine: a closeup of a female face, light leak, film burn textures, kodak portra 400, 50mm --ar 2:1 --style raw