



INO AI LAB

[AI EDUCATION • COURSE MATERIAL]

Midjourney & AI Image Art

v7 prompting, style refs, parameters

LEVEL	DURATION	LESSONS
Beginner	3 hours	7



[00]

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[LESSON 01]

Midjourney v7: What Changed

Midjourney v7 (2026) brings sharper photorealism, dramatically better hands and text rendering, and a new 'Draft Mode' that previews 4 concepts in under five seconds for rapid iteration. Default to Draft for ideation; switch to Standard Mode only once you've locked the composition. This single workflow change cuts your credit burn by 60–80% on most projects.

Prompts now reward shorter, more declarative phrasing. The era of stuffing 80 adjectives is over — v7 understands intent and applies sensible defaults. Lead with the subject, then style, then medium, then lighting, then mood. Save your favorite base prompts as 'styles' inside MJ and call them by name; you'll get instant consistency across a series.

// KEY TAKEAWAYS

- › Use Draft Mode to iterate, Standard to finalize.
- › Short, declarative prompts beat adjective soup.
- › Save base prompts as named MJ styles.

[LESSON 02]

Style References, Character References & Moodboards

The `--sref` parameter applies the visual style of one or more reference images without copying their content. Build a moodboard URL, pass it to `--sref`, and your generations inherit color palette, brushwork, and atmosphere. `--cref` does the same for characters, giving you usable consistency across panels and frames — finally enabling sequential storytelling without ControlNet hacks.

Weight references with `--sw` (0–1000) to dial intensity. Start at 300, increase if the reference isn't pulling through, decrease if it's overwhelming the subject. Combine `--sref` and `--cref` with personalized profile codes to create a fully branded visual identity in 15 minutes. Document your codes in a simple sheet so every team member can replicate the look.

// KEY TAKEAWAYS

- › `--sref` for style, `--cref` for character.
- › Tune `--sw` between 100–600 for balance.
- › Document reference codes for team reuse.

[LESSON 03]

Parameters That Actually Matter

The parameters you'll use weekly: `--ar` (aspect ratio, e.g., 16:9), `--s` (stylize, 0–1000 — controls how artistic vs literal), `--chaos` (0–100 — variety in grid), `--weird` (0–3000 — push toward novel aesthetics), `--no` (negative prompt, comma-separated). Most other parameters are situational. Memorize these five and you'll cover 95% of real production work.

Aspect ratio choice matters more than people realize — it changes composition logic, not just framing. 1:1 for icons and avatars, 4:5 for Instagram posts, 16:9 for landing pages and YouTube thumbnails, 2:3 for print posters. Generate at the final aspect ratio from the start; upscaling a square crop to widescreen loses important compositional information that the model would have placed differently.

// KEY TAKEAWAYS

- › Master five params: `--ar`, `--s`, `--chaos`, `--weird`, `--no`.
- › Aspect ratio changes composition, not just framing.
- › Generate at final aspect ratio, never crop later.

[LESSON 04]

From Prompt to Production Asset

A finished asset rarely comes from one generation. Workflow: Draft Mode for concept → Standard with --sref locked → Upscale (Subtle or Creative) → Vary Region to fix specific areas → Magnific or Topaz Gigapixel for final resolution → Photoshop generative fill for composites and cleanup. Build this as a checklist and you'll ship consistent quality instead of one-off lucky frames.

Always keep a 'prompt provenance' note with the final asset: full prompt, seed, --sref codes, MJ version. Six months later when the brand asks for a variation, you can recreate the look in minutes. Without provenance, you're guessing — and guessing on a v7 generation is a coin flip even with the original prompt due to subtle model updates.

// KEY TAKEAWAYS

- › Use a 5-step checklist from draft to final.
- › Vary Region beats re-rolling the full image.
- › Always log full prompt + seed + version.



[NEXT]

Keep Going

You've completed this course material. The real learning starts when you apply what you've read. Pick one idea from this PDF and run a small experiment this week. Document what worked and what didn't. Share your findings with the community.

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