

SFG - MIDJOURNEY AI IMAGE GENERATION PLAYBOOK [2025]

Purpose

To streamline the creation of high-quality AI-generated visuals for social media marketing ads targeting gym and fitness studio clients. This playbook ensures effective and consistent use of MidJourney, aligning visuals with branding and campaign goals.

1. Understand the Campaign Objectives

Before crafting a prompt:

1. **Define the Goal:** Is the ad for brand awareness, a specific promotion, or engagement?
 2. **Identify the Target Audience:** Active moms, career professionals, or fitness enthusiasts?
 3. **Determine the Desired Emotional Appeal:** Energetic, inspiring, luxurious, or inclusive?
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2. Detailed MidJourney Prompt Structure

A. Core Components

1. **Subject:** Define the primary focus of the image (e.g., a diverse group of fitness enthusiasts).



2. **Environment/Setting:** Specify the background or context (e.g., modern gym, outdoor park, urban rooftop).
3. **Action/Activity:** Describe the subject's activity (e.g., lifting weights, stretching, performing yoga).
4. **Art Style/Finish:** Indicate the overall artistic treatment (e.g., photorealistic, cinematic, futuristic).
5. **Color Palette:** Mention specific colors or branding tones (e.g., bold neon, soft pastels).
6. **Lighting:** Define lighting for mood and tone (e.g., natural sunlight, dramatic spotlight).
7. **Perspective/Composition:** Specify viewpoint (e.g., wide-angle, close-up, overhead).
8. **Aspect Ratio:** Choose dimensions suitable for the platform (e.g., square 1:1, vertical 9:16).

B. Advanced Modifiers and Keywords

1. Use vivid adjectives: "dynamic, energetic, sleek, inclusive."
2. Add activity-specific terms: "HIIT, yoga, weightlifting, cycling."
3. Customize for audience: "family-friendly, high-tech, motivational."
4. Specify emotional tone: "empowering, serene, joyful."

C. Examples of Prompts

1. Group Fitness Class:

"High-energy fitness class in a sleek modern gym, diverse participants, vibrant workout attire, clean and minimalist design, glowing neon lights, cinematic composition --ar 1:1 --v 5"

2. Family-Friendly Studio:

"Smiling mother and young children in a fitness studio, playful and relaxed, natural light, soft pastel tones, open and inviting space, family-focused vibe --ar 4:5 --q 2"



3. Tech-Savvy Gym:

"Futuristic gym interior with high-tech equipment, neon accents, clean black-and-white aesthetic, sharp focus, and sleek minimalist furniture --ar 16:9 --q 3"

3. Best Practices

1. Fitness Themes:

- Showcase inclusivity and diversity.
- Highlight action, strength, and community.

2. Brand Consistency:

- Use brand-specific colors or design elements.

3. Platform Adaptation:

- Instagram Stories: Vertical, eye-catching visuals.
 - Facebook Ads: Balanced composition for text overlays.
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4. Technical Refinements

1. Stylization Level (--s):

Controls artistic detail (0–1000). Use moderate levels (e.g., --s 500) for clean outputs.

2. Quality (--q):

Improves image quality (1–3). Higher quality (--q 2) is ideal for ads.

3. Seed Control (--seed):

Ensures consistency across variations (e.g., --seed 12345).



5. Workflow Integration

1. **Brief Creation:** Define campaign goals and visual needs.
 2. **Prompt Drafting:** Use the structured format and examples.
 3. **Output Selection:** Choose visuals and refine as needed.
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6. Reviewing and Refining Outputs

1. **Evaluate for:**
 - **Relevance:** Does it align with objectives?
 - **Quality:** Is the image clear and engaging?
 - **Emotional Impact:** Does it evoke the desired reaction?
 2. **Iterative Refinement:**
 - Generate variations using `--v` for improved alignment.
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7. Common Pitfalls to Avoid

1. Overloading prompts with unrelated details.
 2. Using vague terms like "gym" instead of specific settings.
 3. Forgetting to specify aspect ratios for platform optimization.
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8. Resources

- **MidJourney Survival Guide:** Reference for troubleshooting and advanced techniques.
 - **Creative Review Checklist:** Ensure visuals meet quality and branding standards.
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9. Steps to Use an Uploaded Photo for MidJourney Prompt Creation

1. **Go to the MidJourney Prompt Generator in ChatGPT:**
 - Open ChatGPT and ask for assistance using the prompt generator tool.
 2. **Upload a Photo from Your Gym/Studio:**
 - Select a high-quality image that represents your gym or studio setup.
 3. **Enter the Prompt in ChatGPT:**
 - Use this prompt: *"Please use this image as inspiration and create a prompt that will help generate a similar style creative."*
 4. **Copy the Generated Prompt:**
 - Once ChatGPT provides the MidJourney prompt, review and copy it.
 5. **Use the Prompt in MidJourney:**
 - Log into MidJourney and paste the prompt into the `/imagine` command.
 6. **Generate the Image:**
 - Wait for the AI to generate the output. Review and refine as necessary using variations (`--v`) or adjustments to the prompt.
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Example:



Please use this image as inspiration and create a prompt that will help generate a similar style of creative



Talked to api.adzedek.com ▾

To complete your request and create a similar image style in Midjourney, I will enhance details such as gym environment, subject dynamics, and the realistic lighting found in fitness spaces. The prompts will focus on strength, effort, and a lively atmosphere.

Prompt 1:

vbnet

Copy Edit

/imagine prompt: A dynamic photograph of a woman lifting weights in a vibrant

Result:

