

# Course : Midjourney, generating professional visuals with AI

*Practical course - 1d - 7h00 - Ref. IAJ*

*Price : 910 CHF E.T.*

Master MidJourney to create powerful, professional visuals. Learn the basics of generative AI, advanced prompting techniques and the use of complementary tools. Transform your ideas into unique images, optimized and adapted to the needs of design, marketing and communication.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the fundamental principles of AI generators
- ✓ Master the Midjourney interface and basic settings for efficient image generation
- ✓ Develop prompting techniques to optimize the quality and creativity of the images produced
- ✓ Discover and use complementary tools to enhance, style and optimize Midjourney results

## Intended audience

Any creative, graphic designer, illustrator or digital art enthusiast wishing to learn or perfect the professional use of Midjourney.

## Prerequisites

No special knowledge required.

## Course schedule

### PARTICIPANTS

Any creative, graphic designer, illustrator or digital art enthusiast wishing to learn or perfect the professional use of Midjourney.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Fundamentals and interface

- Understanding generative AI and how it works.
- Text-to-image models and GAN architecture.
- Navigating the MidJourney interface: exploring commands and menus.
- Master basic settings (size, aesthetics, model, protection, speed).
- Understand the limits and potential of the tool for professional use.

### Hands-on work

Get to grips with the interface and generate basic images.

## 2 Prompt control and parameters

- Advanced prompting techniques (choice of language, wording, with/without reference).
- Advanced parameters (syntax, versions, ratios, chaos, rendering).
- Descriptive vocabulary (composition, colors, techniques, artist references).
- Combine different styles in a prompt for unique results.
- Technical aspects: Photo/cinema parameters, Lighting and exposure, Visual effects, HD optimization.
- Identify common errors in prompts and how to correct them.

### Hands-on work

Prompt library creation and experimentation

## 3 Complementary Tools and Optimization

- Custom styles (presets, management, multi-style galleries).
- Help tools (GPT, online platforms, style libraries).
- Integration of other AIs (upscaling, conversion, correction, animation).
- Rights management and compliance (protection, use of creations).
- Protection and management of creations.

### Hands-on work

Creative project with development of personal style, use of complementary tools and optimization of results. Presentation of final work.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 10 Apr., 10 June, 23 Sep., 7 Dec.