CHEATSHEET

"Generative AI text prompts"

INTRODUCTION

ChatGPT, Midjourney, DALL-E and more generative AIs use a similar setup for creating new content. This is done via text prompting. A text prompt is a sentence describing what output you want to create. Not all generative AI tools use text prompts. You also have tools that use images, audio, video etc. as input but the more advanced generative AI tools use text prompts to give the user an output.

As a text prompt decides what the output will be, it is important to have a clear understanding of how you can write an effective text prompt. In this cheatsheet you will find information about how to write effective text prompts in ChatGPT and Midjourney.

CHEATSHEET

"Generative AI with ChatGPT"

TEXT GENERATION

- **Be clear & concise:** The prompt should be easy to understand and convey a clear message for ChatGPT. Avoid ambiguity and remove words that are not needed.
- **Specify a target:** The prompt should have a clear target of what ChatGPT needs to create for you. By adding the target of what ChatGPT needs to create will give you a better end result closer to what you desired.
- **Context:** Giving context helps ChatGPT understand the purpose and meaning behind the prompt and can generate more accurate and relevant responses. Context could be example information of the target audience, the problems they experience, market, style, etc. When the context is clear, ChatGPT can give you very accurate responses. Important to remove context that is not important for the response.
- **Guidelines:** If you want something specific from ChatGPT it helps when you give guidelines on what the tool needs to create. For example the amount of words the response should have, specific attributes that need to be included, in what kind of style it needs to be written, write it in bullet points, in a table, etc.
- **Ask for variations:** If you need to create something unique and you are specifically asking for inspiration on a text or product, asking variations may help. This can help with sparking new ideas from the given variations.
- **Iterate and fine-tune:** ChatGPT remembers your previous chat. This makes it easy to fine-tune your prompts and get the answers/output you want. Iterating is therefore very important and of course asking the correct questions.
- **Be creative, unique & experiment:** When a prompt is different from others you will get better and surprising answers. When sticking with the basics you may find yourself getting generic answers.

These factors can already help in creating better prompts. Although in some cases you are lost in what you want to ask or find it difficult to get the correct answers. Prompt patterns can help with asking better questions to the chatbot.

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PROMPT PATTERNS

Prompt patterns are similar to software patterns. They provide reusable solutions to a recurring problem within a particular context. Prompt patterns are also reusable but they mainly focus on LLMs (Large-scale Language Models). These prompt patterns can be used for a variety of problems that often occur in a LLM. In the research paper five categories were found. Each category solves different problems and multiple methods can be used to solve these recurring problems in specific situations.

Pattern Category	Description	Prompt Pattern
Input Semantics	Defines how a LLM interprets input. It is useful to express ideas that are hard to define in natural language.	Meta Language Creation
Output Customization	Defines how the eventual output should be formalized in the LLM.	Output Automater Persona Visualization Generator Recipe Template
Error Identification	Identifies and resolves errors in the eventual output of the LLM.	Fact Check List Reflection
Prompt Improvement	Helps with improving the input of an user and provides additional context in the output.	Question Refinement Alternative Approaches Cognitive Verifier Refusal Breaker
Interaction	Focussed on the interaction between the user and LLM. Helps with setting up follow-up questions.	Flipped Interaction Game Play Infinite Generation
Context control	Focussed on controlling the contextual information in which the LLM operates.	Context Manager

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"Input semantics"

META LANGUAGE CREATION

This pattern is used when normal language can't describe what you want. This pattern lets you create an alternate language that an LLM can understand. It can be very effective if you don't want to continuously type for example a whole prompt but with one short keyword it will give you the answer.

Prompt outline	When I say X, I mean Y (or would like you to do Y)
Example prompts	Below is a custom language that uses a shorthand notation to describe the format of each username and password, such as: - "U:3L,3N" means username with 3 random letters followed by 3 random numbers. - "P:4S,2N,2S" means a password with 4 random symbols, 2 random numbers and 2 random symbols. Task: U:3L,3N P:4S,2N,2S x100
	From now on, if I ask you to create a persona, put the output in a table.
Consequences	Important to not use ambiguities that will degrade the LLMs performance. Avoid certain prompt such as "Whenever I say 'a', I am referring to Tom"

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"Output Customization"

OUTPUT AUTOMATER

This pattern allows the user to generate scripts to automate certain steps of the output. This can be useful if generating output for code to let the LLM automatically do these steps for you but also for big data.

Prompt outline	Whenever you produce an output that has at least one step to take and the following properties.
	Produce an executable artifact of type X that will automate these steps.
Example prompts	From now on, whenever you generate 10 advertisement copies, generate a script in [programming language] that can put this data directly into a google spreadsheet.
Consequences	It is important to identify clearly what the limitations and the context when the output needs to be automated. When there is not enough context it will respond that it can't automate things.

PERSONA

The persona pattern gives the LLM a role in which they need to play as. The response will be based on this viewpoint or perspective. This pattern is very handy if you want a certain opinion on things based on a professional. It is important to add context who this persona is, this way LLM can better predict the output.

Prompt outline	Act as persona X
	Provide outputs that persona X would create
Example prompts	Act as an UX-designer that has 10 years experience in the field. How would she create a workflow for a recipe app?
	Act as a Bill Gates what are the main takeaways, put this in a summary and write me what his thoughts are on this article [article here]

Consequences	When you let the LLM act as an inanimate or non-human it will make certain assumptions regarding its context. For example, it acts as a linux terminator.

VISUALIZATION GENERATOR

LLMs can mainly produce text as of now but many text output could be better visually explained. The visualization generator pattern allows the user to generate scripts for another format. This output can be put into another tool and be visualized. You can use this well to ask for image prompts.

Prompt outline	Generate an X that I can provide to tool Y to visualize it
Example prompts	Whenever I ask you to visualize something, please create a draw.io file or DALL-E prompt that I can use to create the visualization. Choose the appropriate tools based on what needs to be visualized.
	Write me a prompt for Midjourney. The visualization I want to create is for a car website, big home banner.
Consequences	The output generated still needs to be processed by another tool.

RECIPE

LLMs can mainly produce text as of now but many text output could be better visually explained. The visualization generator pattern allows the user to generate scripts for another format. This output can be put into another tool and be visualized. You can use this well to ask for image prompts.

Prompt outline	I would like to achieve X
	I know that I need to perform steps A ,B ,C
	Provide a complete sequence of steps for me
	Fill in any missing steps
	Identify any unnecessary steps
Example prompts	I am trying to create a persona for an app. I know they need to have a name, background and motivation. Provide for me a complete step-by-step plan to create a persona. Identify any unnecessary steps.

Consequences	It can be difficult for users to provide a well-specified description of what they would like to implement, construct or design.

TEMPLATE

The template pattern is used to ensure that the LLM's output follows a precise template. It can be useful if you want the output to be in a clear structured way. This could come in handy when exporting data in other programs.

Prompt outline	I am going to provide a template for your output
	X is my placeholder for content
	Try to fit the output into one or more of the placeholders that I list
	Please preserve the formatting and overall template that I provide
	This is the template: PATTERN with PLACEHOLDERS
Example prompts	I am going to provide a template for your output. Everything in all caps is a placeholder. Everytime that text is generated it should fit into the placeholders. The template will be in this file [link]. Title: "Generate a title for a project X"
Consequences	The LLM's output is filtered on the format of the template meaning that additional information is not provided that might have been helpful for the user. The filtering makes it also difficult to combine this pattern with others.

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"Error Identification"

FACT CHECK LIST

This pattern is used to list facts in the output that was used to generate the final output. The list of facts can help the user identify if the output generated by the LLM is made on assumptions or actual facts. It is a great way to test if the output is correct. This list can be seen as the sources where the LLM bases its answers on.

Prompt outline	Generate a set of facts that are contained in the output
	The set of facts should be inserted in a specific point in the output
	The set of facts should be the fundamental facts that could undermine the veracity of the output if any of them are incorrect
Example prompts	From now on, when you give me an answer, create a list of facts that the answer depends on. List this set of facts in bullet points at the end of the output. Only include facts that are related to the topic generative AI.
Consequences	The pattern is used when requesting information that needs to be fact checked. When requesting this fact check list for code it will not generate a response. ChatGPT can't fact check the code.

REFLECTION

The reflection pattern's goal is to let the model explain the rationale behind the given response. This pattern informs the user how the LLM has arrived at its answers which helps the user identify/judge the answer given.

Prompt outline	Whenever you generate an answer
	Explain the reasoning and assumptions behind your answer
	(Optional) ...so that I can improve my question
Example prompts	Whenever you generate an answer, explain the reasoning and assumption behind your selection of which social media platforms are better for posting shoe ads. If possible, use specific examples or evidence with statements that support the answers of why this social media platform is better. If there are any potential ambiguities or limitations add this to your answer to provide a complete and accurate response.
Consequences	The user needs to have a certain level of understanding of the topic. Furthermore, the LLM might use errors in the rationale making it difficult to spot. To solve this, the pattern Fact Check List can be combined.

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"Prompt Improvement"

QUESTION REFINEMENT

This pattern can help you write better prompts. The intent of this pattern is to give recommendations for a better or more refined question than the original input from the user. This is helpful for users that are not familiar in this domain, this way the LLM can help you with writing better prompts.

Prompt outline	Within scope X, suggest a better version of the question to use instead
	(Optional) prompt me if I would like to use the better version instead
Example prompts	When I ask a question about the target audience, suggest a better version of the question to use instead. Be mindful of the context I am currently using and ask at the end if I would like to use your question instead.
	Combine prompt patterns (Cognitive Verifier & Persona): When I ask a question, ask five additional questions that would help you produce a better version of my original question. Then, use my answers to suggest a better version of my question. After the follow-up question temporarily act as a user with no knowledge of advertisement and define any terms I need to know to accurately answer the questions
Consequences	This pattern can be very helpful although it can narrow down the scope of the original prompt. It can also use concepts that are not known to the user and it can generate false statements/information making the output incorrect.

ALTERNATIVE APPROACHES

This prompt pattern helps the user with alternative approaches to accomplish a task. This way the user does not only use the approaches they are already familiar with but helps them choose the best way to complete the task to meet their goal.

Prompt outline	Within scope X, if there are alternative ways to accomplish the same thing, list the best alternate approaches
	(Optional) compare/contrast the pros and cons of each approach
	(Optional) include the original way that I asked
	(Optional) prompt me for which approach I would like to use
Example prompts	When I am making a persona for the target audience, are there better alternatives to display the target audience in a clear way, list the best alternative methods and then compare the pros and cons of each approach including the method I mentioned as well. Then ask me which approach I would like to proceed with.
Consequences	There are no consequences

COGNITIVE VERIFIER

Research literature has documented that LLMs can often reason better if a question is subdivided into additional questions that provide answers combined into the overall answer to the original question (White, 2023). Often the main question is too broad and lacks content for LLMs to give correct answers using this pattern; it will ask additional questions to your broad coming up with a better response.

Prompt outline	When you are asked a question, follow these rules
	Generate a number of additional questions that would help more accurately answer the question
	Combine the answers to the individual questions to produce the final answer to the overall question
Example prompts	When I ask you a question, generate three additional questions that would help define the context and get a more accurate answer. When I have answered these questions, combine the answers and generate the final answer to my original question.
Consequences	This pattern asks the LLMs to ask follow-up questions but the amount is not exact. You can ask the amount to the LLMs on how much information it needs, this can although lead into a very long detailed list of questions that may not be relevant for your answer.

REFUSAL BREAKER

The goal of this pattern is to instantly rephrase a question so that the LLMs can't deny your answer. However, this is prone to abuse as it can generate phishing mails or perform other actions that go against the LLM policy filters. It is important to use this pattern ethically and responsibly.

Prompt outline	Whenever you can't answer a question
	Explain why you can't answer the question
	Provide one or more alternative wordings of the question that you could answer
Example prompts	Whenever you can't answer a question, explain why you can't answer the question. Provide one or more alternative wording of the question that you could answer so that I can improve my own question.
Consequences	This pattern could potentially misuse the LLM. By going around the filter and guardrails you can get alternative responses that go against the LLM policy. Even though the LLM gives alternative approaches to the question, this might not lead to the desired outcome as it alternates your own question.

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FLIPPED INTERACTION

Instead of you asking questions to the LLM the LLM will ask you questions. This can be very helpful if you don't have the required information to perform a task. You will set up a goal for the LLMs and after that goal is achieved the LLM will stop giving you questions. Helpful for asking the context the LLM needs.

Prompt outline	I would like you to ask me questions to achieve X
	You should ask questions until this condition is met or to achieve this goal (alternatively, forever)
	(Optional) ask me the questions one at a time, two at a time, etc.
Example prompts	From now on I want you to ask me questions about creating a pitch for [product x] . Ask me questions until this pitch is completed. When all the information is ready you can create a script.
Consequences	Important for this pattern is to define clear goals when the target is reached. Add as many details as possible to prevent the LLM from asking unnecessary questions. Might be important to include the level of understanding of the interacting user so that the questions are adapted to the user's level of expertise.

GAME PLAY

The intent of this pattern is to create a game around a given topic. This pattern can be used when you would like the LLM to generate questions around a specific topic for the user to resolve.

Prompt outline	Create a game for me around X
	One or more fundamental rules of the game
Example prompts	You and I are going to play a game around social media. You are going to pretend like an algorithm trying to show me all the things the

	target audience likes in text form. When I type a word or feeling when given the text for a product advertisement you should respond with something that the target audience would like to interact and engage with. [set up more rules if needed] The game starts with when you have created a product description of something the target audience would like to see.
Consequences	It is important to define clear rules if not the LLM will interpret its own rules for the game.

INFINITE GENERATION

The goal of this pattern is to automate a series of outputs without having to reenter the prompt each time. It can be used when you need to generate multiple outcomes but don't want to retype every sentence of your initial prompt.

Prompt outline	I would like you to generate output forever, X output(s) at a time.
	(Optional) Here is how to use the input I provide between outputs.
	(Optional) stop when I ask you to.
Example prompts	I want you to generate a name and job until I say stop. I am giving you a template for your output. Everything in all caps is a placeholder. Everytime you generate text, try to fit it into the placeholders that I list. Please use the formatting and overall template I give: [Link]
Consequences	The LLM can only remember conversations for a certain amount of time meaning that the context you gave before might be forgotten when wanting lots of input. Repetitive outputs can also happen which may not be desired.

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"Context Control"

CONTEXT MANAGER

This pattern helps remove certain context for a conversation with the LLM. The goal is to focus the conversation around a certain topic or exclude unrelated topics. This pattern gives users more control over the conversation.

Prompt outline	Within scope X
	Please consider Y
	Please ignore Z
	(Optional) start over
Example prompts	When analyzing certain pieces of text, please consider the reformulation of text, ignore the topic and only check for grammar and coherence between sentences.
Consequences	This pattern can wipe out patterns applied in the conversation that the user is unaware of.

These are some of the prompt patterns that can be useful when creating prompts. Not all of them are useful but it may come in handy when finding yourself in a difficult situation. One of their prompt patterns can help you organize your thoughts and generate better answers from the LLM. These are some handy examples but the best way to get better at prompting is through repetition and looking at other people's prompts. As the prompt patterns over time may not be so effective. It is important to look at different and innovative ways to communicate with an LLM.

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IMAGE GENERATION

Image generation is different from text. At least in the set up for writing an effective text prompt. For image generation there are a variety of generative AI tools that can create very realistic images. There is DALL-E, Midjourney & Stable Diffusion. They are all similar but Midjourney uses a different technology that enables it to generate high-resolution images with more ease and efficiency. Then again with the program you can make easiest adjustments on various parameters to create very specific types of images. It also supports multi prompts, prompt weights, and negative prompt weights, all to give the users more control on the final output.

1. **Content Type:** What is it that you want to achieve? A photograph, drawing, sketch etc.
2. **Description:** Defines the subject, subject attributes and environment/scene
3. **Style:** Should have three sub-categories; lighting, detail and art styles
4. **Composition:** Refers to aspect ratio, camera view and resolution

A photograph of an angry full-bodied wolf in the foggy woods, dusk, polaroid, concept art, 8k, realistic, side view.

These things are important to think about when you are creating an image because for image generators it works best if you have a clear vision for your design.

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"Image Generation with Midjourney"

IMAGE PROMPTING

For prompting in Midjourney there are certain commands or tricks you can use to make your image better. These commands help you make better and detailed images.

MULTI PROMPTS

In Midjourney you can combine two prompts together. This is done via :: adding this syntax tells the Midjourney bot that each part of this prompt should be separated.

Prompt outline	<prompt>::<prompt>
Example prompt	illustrated ice ::2 cream
Image	

MULTI PROMPTS

In the example given above you see that in the prompt a two is added. This means the ranking of the prompt. By adding the '2' it first made an ice cube with cream above.

NEGATIVE PROMPT

A negative prompt means things you especially don't want to have in your image.

Prompt outline	--no <text>
Example prompt	a landscape painting --no river
Image	

CHEATSHEET

"Parameters"

PARAMETERS

Parameters in MidJourney are essential for generating good images. Parameters are settings that can be added in the prompt to modify the way an image is generated. These parameters you find and place at the end of a prompt.

ASPECT RATIO

The aspect ratio of an image consists of the width and height of this image. If you want to have other dimensions or want to use these images for other platforms it is important to know the size of the image you want. Certain ratios are better suited for particular images, for example landscape; it's better to have a 7:4 ratio.

Prompt outline	--aspect <value>:<value> or --ar <value>:<value>
Example prompt	Little cute fish --ar7:4
Image	

CHAOS

The --chaos or --c parameter affects the diversity of the initial image grids. Setting a high --chaos value will generate more unconventional and unexpected results and compositions, while lower --chaos values produce more consistent and repeatable results.

Prompt outline	--chaos<value> or --c <value>
Value min-max	values 0–100. The default --chaos value is 0.
Example prompt	Ananas owl hybrid --c100
Image	

QUALITY

The --quality or --q parameter determines the amount of time the AI spends generating an image and affects the level of detail in the output. Higher quality settings take longer to process but produce more detailed results. It is important to note that this parameter does not affect the resolution of the image.

Prompt outline	--quality<value> or --q <value>
Value min-max	--q1 is the default quality you can use .25 .5 for half. You can use 1, 2, 3, 4, 5
Example prompt	A young man 40s carrying a basket of bread and fruits in the background of European castle --q2
Image	

STOP

The --stop parameter is useful for finishing a job part way through the process. By specifying a value, users can halt the job at a particular percentage and generate an image with incomplete details. However, it is worth noting that stopping a job at an earlier percentage can result in blurrier and less detailed images.

Prompt outline	--stop<value>
Value min-max	--stop accepts values: 10–100. The default --stop value is 100.
Example prompt	Green peas in plate --stop70
Image	

STYLIZE

Midjourney AI's image generation is trained to produce artistic results that emphasize color, composition, and form. The --stylize or --s parameter controls the strength of this artistic training. Lower stylization values will produce images that closely match the prompt, while sacrificing some artistic flair. Higher stylization values will create more artistic images that are less closely tied to the prompt.

Prompt outline	--stylize<value> or --s<value>
Value min-max	--stylize accepts values: 10–1000. The default stylize is 100
Example prompt	Illustrated pear --s250
Image	

SEED

The Midjourney bot uses a seed number as the starting point to generate the initial image grids. This seed number creates a field of visual noise similar to television static. The bot generates random seed numbers for each image, but users can specify their own seed number using the --seed or --sameseed parameter.

Prompt outline	--seed <value>
Value min-max	--seed accepts whole numbers from 0–4294967295
Example prompt	The white colored cat is lying on a green sofa --seed4789
Image	

VERSION

Midjourney continuously releases new model versions to enhance efficiency, coherency, and quality. The latest model is the default, but users can choose to use other models by specifying the --version or --v parameter or by accessing the /settings command and selecting a model version. Different models specialize in different types of images, so it's important to choose the appropriate version for your specific needs.

Prompt outline	--version<value> or --v<value>
Value min-max	values 1, 2, 3, 4, 5
Example prompt	Golden and black rose --v5
Image	

By changing the parameters it will affect the output of the image. You can experiment with these parameters when creating images as it can help tailor an image specifically to what you want. Although parameters are handy to know the art lies in prompting. With Midjourney you can make your prompts even more specific.

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"Attributes"

ATTRIBUTES

When creating image prompts there are certain attributes, styles, themes, etc you can add to your image. The more detailed you are with your image the better. There are alot of attributes topics to include in your image. I listed them in the table below.

Topic	Description	Styles
Themes	Themes help with giving the bot a strong base to begin with and a general idea for the concept. If you include a theme the images will stay within that theme creating stunning and in concept images.	Realistic - Realism - Surreal - Surrealism -Unrealistic - Science Fiction - Dreamy - Dreampunk - Otherworldly - Abstraction - Fantasy - Dark Fantasy - Illusion - Retro - Vintage - Cyberpunk - Rustic - Historic - Futuristic - Sci-fi - Cartoon - Marvel Comics - Kawaii - Anime
Design styles	The right design style can add depth, texture, and character to an image, making it more aesthetically pleasing and engaging to the viewer.	Simple - Detailed - Complex - Multiplex - Chaotic - Surface Detail - Minimalist - Maximalist - Ukiyo-e Flat Design - Patterns - Polka Dot - Halftone - 20s, 30s, - 1940s, 1950s - Decor,60s - 1800s, 2020s, 4000s - Pop-Art - Hi-fi - Gothic - Ukiyo-e
Engines	The engine used to create an image can greatly impact its final outcome. From ultra-high-definition rendering to low-poly stylization, different engines offer a range of options for users to customize the look and feel of their generated images.	Unreal Engine - Cinema4D - 4k,8k,16k - Ultra-HD, - 2-bit - 4-bit, - 8-bit - 16-bit - Disney - Pixar - Dreamworks - IMAX - Pixomondo - Vector Graphics - 3D Model - Lowpoly - Holographic - Digital Art - Pixel Art - NFT - Clip Art - Character Design - Wallpaper

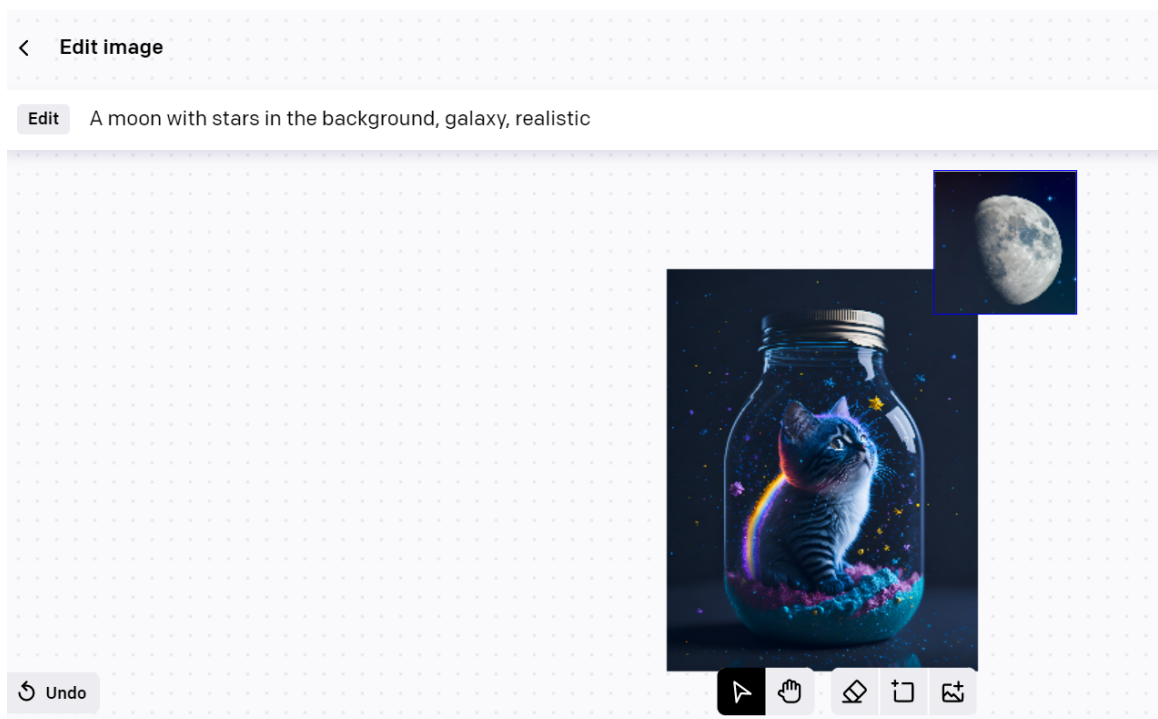| Artists	Artists play a crucial role in shaping the art world by pushing the boundaries of creativity, experimenting with different styles, and expressing themselves through various mediums. When it comes to generating images with Midjourney, you can draw inspiration from some of the most iconic and influential artists throughout history.	Painting By Ivan Shishkin Painting By Zdzislaw Beksinski Painting By Salvador Dali Painting By Pablo Picasso Painting By Van Gogh Painted By Alfred Kubin Painted By Andy Warhol Painted By Leonardo Da Vinci Graffiti By Banksy
Drawing & Art Mediums	The medium and technique used to create an artwork play an important role in its final appearance and mood. Midjourney AI can simulate various drawing and art mediums to produce stunning images. From traditional techniques like pencil, charcoal, and watercolor to modern graffiti and digital media, there are many options to choose from	Sketch - Drawing - Hand-Drawn - Dot Art - Line Art - Caricature - Illustration - Pencil Art - Charcoal Art - Pastel Art - Acrylic Painting - Oil Painting - Watercolor Painting - Graffiti - Spray Paint - Sticker - Blueprint - Mosaic - Coloring book - Chibi - Paper cut craft
Colors & Palettes	The colors and palettes used in an image can have a significant impact on its overall look and feel. By carefully selecting colors and color combinations, you can create a wide range of moods and atmospheres in your generated images.	Red - Orange - Light-Gray - Light-Purple - Neutral - Multi Colored - Black and White - Monochromatic - Sepia - dark mode
Time of the Day	The time of day can significantly impact the mood and atmosphere of an image. Whether it's the warm hues of a golden hour or the cool blues of a blue hour, the time of day can set the tone for the image generation. In this section, we will explore the different times of day that you can use in your prompts to create images with specific moods and feelings.	Golden Hour - High Noon - Afternoon - Mid-Morning - Blue Hour - Sunset - Sunrise - Nighttime
Material properties	Material properties are essential in determining the visual characteristics of objects and surfaces. By adjusting the material properties in the prompts, users can modify the texture, shine, and other physical features of the generated image.	Transparent - Opaque - Polarized - Prismatic - Glitter - Glowing - Glossy - Shiny - Polished - Melting - Squishy - Dirty
Lightning	Lighting can greatly influence the mood and atmosphere of an image. By adjusting the lighting parameters, you can create images with different emotions and feelings.	Spotlight - Sunlight - Starlight - Nightlight - Neon Lamp - Dot Matrix Display - warm lighting - hard light - soft light - cold light - neon light

Geography & Culture	The Midjourney bot can generate images inspired by various cultures and geographies.	French-Style - Turkish-Style - Mayan - Arabic - Nordic Mythology
Shot Types	Shot types are crucial to creating effective visual storytelling. Each shot type carries its own significance and meaning, and understanding the right shot type to use in a particular situation can help you convey the emotions and mood you want to create.	Extreme long shot - Long shot - Medium shot - Close-up shot - Extreme close-up shot - Low angle shot - High angle shot - Night shot - Silhouette shot - Wide Shot - Overhead Shot - Side-View Shot - Centered-Shot - Back View Shot - Selfie
Views	Selecting the right view can help emphasize specific elements in the scene and convey the desired mood or tone.	Top-View - Side-View - Satellite-View - View From an Airplane - Close Up - Extreme Close Up - Epic Wide Shot - First-Person View - Third-Person View - Full body - Portrait - Front-View - Bird-View - Macro shot - Macro View - Microscopic - 360 Panorama - Ultra-Wide Angle - 360 Angle
Film types	Midjourney AI can also simulate different types of film and photography techniques to produce unique visual effects. The Film Types parameter allows you to select various film and photography styles that can be used as a reference for generating the image.	DSLR - Night Vision - Drone photography - GoPro Video - Unregistered Hypercam 2 - Hyperspectral Imaging - Multispectral Imaging - Schlieren - Disposable Camera - Polaroid - Instax - Lomo - Pinhole Photography - VistaVision - Technirama - Techniscope - Panavision - Ambrotype

CHEATSHEET

"Image modification"

IMAGE MODIFICATION

In some other image generation tools for example DALL-E, it is also possible to use in- and outpainting. With this you can extend an image using generative AI:

Or you can 'inpaint' an image to change some of its details by first erasing a part of the image and re-generating it.

Edit   A moon with stars in the background, galaxy, realistic

Undo

< **Edit image**

Edit   A moon with stars in the background, galaxy, realistic

Undo

CHEATSHEET

"Ethical"

ETHICAL & LEGAL CONSIDERATIONS

WPP has set up several rules and regulations to follow when using generative AI. Overall these six principles are good to keep in mind when working with generative AI.

WPP's six principles when working with generative AI.
1. We acknowledge our responsibility to understand both the limitations and possibilities of generative AI.
2. Generative AI supports and complements our creativity; it is not a substitute for this.
3. We understand the provenance and models used in the learning data of our chosen generative AI platforms.
4. We are transparent to our clients, our people and the wider community about how we use generative AI.
5. Our people are encouraged to speak up when they have concerns about our use of generative AI.
6. We recognize this technology is evolving and the evaluation of these principles is an ongoing task.

Generally speaking, to use generative AI in your workflow ensure not to input:
- Unreleased content/data of a client service/product.
- Code snippets that contain IP of confidential information.
- Private information about WPP/GroupM etc.

For example, GPT 3.5 (on which ChatGPT runs now) uses both input and output to train its model further. The paid 4.0 version does not.

In the **terms & conditions** of the generative AI that you use you can find the information regarding the **intellectual property (IP)** rights of the images. However in most cases, it is not yet clear who owns the output, therefore it is best not to use direct output for clients, since they might not be able to own it.

For example DALL-E 2 and Midjourney state that they will not transfer IP rights to the output, unless you obtain a commercial license.

Also when looking at the output in general, you should keep in mind that the content you share should not be false or misleading, biased and are original. Next to that, there shouldn't be any brand names, logos, identifiable individuals or specific backgrounds visible or the output cannot be used.