

Midjourney v7 Prompts and Styles Guide

For Design, Marketing, and Photography Professionals

Introduction to Midjourney v7

Midjourney v7 represents a significant advancement in AI image generation, with enhanced capabilities specifically beneficial for creative professionals. This latest version offers improved prompt precision, richer textures, more coherent details, and new features that enhance the creative workflow.

Key Features and Improvements

- **Enhanced Prompt Precision:** v7 handles text and image prompts with stunning accuracy, allowing for more precise creative control
- **Improved Image Quality:** Richer textures and more coherent details, especially in bodies, hands, and objects
- **Draft Mode:** Generate images at 10x the speed (activated via the lightning icon) for rapid ideation
- **Conversational Mode:** Refine images through text or voice commands after creation
- **Personalization:** Built-in personalization features that adapt to your style preferences
- **Omni Reference:** New reference system for maintaining consistent elements across multiple generations

Basic Prompt Structure

The most effective Midjourney v7 prompts follow this general structure:

[Subject] + [Action/Context] + [Style] + [Environment/Setting] + [Technical Parameters] --v 7

Example:

A minimalist logo for a coffee brand, flat design, muted earth tones, white background, vector style --v 7

Midjourney v7 Prompts and Styles Guide

Quality Parameter Optimization

The `--quality` parameter (or `--q`) in Midjourney v7 controls the processing time and detail level in your generated images. Understanding how to use this parameter effectively is crucial for balancing rendering time with desired image quality. As of May 2, 2025, the Midjourney v7 model was optimized to use less GPU time and provide better coherence for hands with the default quality setting (`--q 1`).

Value Range for Midjourney v7

- Available Values: 0.5, 1, 2, 4
- Default Value: 1

Detailed Explanation `--q 0.5`

- Speed: Faster than standard, uses less GPU time
- Detail Level: Reduced detail but sufficient for concept exploration
- Best For: Quick drafts, exploring multiple ideas rapidly
- Note: For even faster results with less detail, use Draft Mode instead

Detailed Explanation `--q 1`

- Speed: Standard processing time
- Detail Level: Balanced detail suitable for most purposes
- Best For: General use, standard quality images
- Note: This is the default setting

Detailed Explanation `--q 2`

- Speed: Longer processing time than standard
- Detail Level: Enhanced detail, particularly good in textures and fine elements
- Best For: Professional work where details matter

Detailed Explanation `--q 4`

- Speed: Significantly longer processing time
- Detail Level: Maximum detail available in experimental mode
- Best For: Images requiring exceptional detail and coherence
- Important Limitations:
 - Experimental feature that may provide better details and coherence
 - Not compatible with Omni Reference
 - Test to determine if the additional processing time provides tangible benefits

Midjourney v7 Prompts and Styles Guide

Draft Mode for Rapid Iteration

For the fastest results with minimal detail (equivalent to what `--q .25` provided in earlier versions): - Use **Draft Mode** (activated via the lightning icon) - Draft Mode is specifically designed for rapid concept exploration - Significantly faster than even `--q 0.5` - Ideal for brainstorming and testing multiple ideas quickly.

Subject-Based Selection

- Simple Graphics/Logos: `--q 1` is typically sufficient
- Portraits/People: `--q 2` often shows significant improvement in facial features and skin texture
- Complex Scenes: `--q 2` or experimental `--q 4` for scenes with many elements or intricate details
- Textures/Materials: Higher quality settings reveal subtle material properties and textures

Efficiency Tips

- Use Draft Mode for maximum speed during ideation
- Reserve higher quality settings for final outputs to manage subscription GPU minutes
- When using experimental `--q 4`, ensure your prompt is highly refined to avoid wasting processing time
- Test whether higher quality settings provide meaningful improvements for your specific use case
- Higher quality doesn't always mean better results - test to see if the additional rendering time provides tangible benefits
- The interpretation of quality settings may vary slightly between prompts
- For maximum efficiency in early concept stages, use Draft Mode rather than lower quality settings.

Midjourney v7 Prompts and Styles Guide

Advanced Prompt Formula with Parameters

[Primary Subject] + [Action/Context] + [Style Reference] + [Mood/Atmosphere] + [Color Palette] + [Lighting] + [Composition] + [Technical Specifications] --v 7 --q [1-4] --ar [ratio]

Example:

Fashion editorial photography of female model in avant-garde couture dress, inspired by Alexander McQueen, dramatic emotional mood, dark color palette with red accent, low-key lighting with rim light, rule of thirds composition with negative space, ultra-detailed fabric textures --v 7 --q 2 --ar 2:3

Fashion editorial of model wearing detailed couture gown, studio lighting, professional photography --v 7 --q 2

Architectural visualization of modern home exterior, photorealistic rendering, golden hour lighting, landscaped environment, detailed materials and textures --v 7 --q 4

Midjourney v7 Prompts and Styles Guide

Style-Specific Formulas

Photography Style:

[Subject] + [Photography Type] + [Camera Settings] + [Lighting Setup] + [Composition] + [Post-Processing] --v 7 --quality 2

Example:

Product photography of luxury watch, macro lens at f/2.8, studio lighting with soft boxes and reflectors, focus on intricate dial details, professional retouching with high contrast --v 7 --quality 2

Graphic Design Style:

[Design Type] + [Brand/Client] + [Style] + [Color Scheme] + [Typography Notes] + [Layout] + [Usage Context] --v 7

Example:

Social media template for fitness brand, dynamic modern style, gradient color scheme from teal to purple, bold sans-serif typography with motivational quote, asymmetrical layout, for Instagram stories --v 7

Illustration Style:

[Subject] + [Illustration Style] + [Technique] + [Color Approach] + [Mood] + [Composition] + [Background] --v 7

Example:

Character design for children's book protagonist, whimsical illustration style, digital watercolor technique, vibrant primary colors, friendly and approachable mood, dynamic pose, simple background with subtle texture --v 7

Midjourney v7 Prompts and Styles Guide

Design Professional Prompts

Brand Identity Design

- **Logo Creation**
Minimalist logo for a sustainable fashion brand, organic shapes, single line drawing style, teal and sage color palette, white background, vector quality --v 7 --q 2
- **Brand Pattern Development**
Seamless geometric pattern for luxury hotel brand, art deco influence, gold and navy blue, subtle texture, tileable design --v 7 --q 2
- **Typography Exploration**
Custom display typeface for tech startup, futuristic sans-serif, bold weight, slightly rounded terminals, showing alphabet A-Z, clean presentation --v 7
- **Color Palette Generation**
Color palette for wellness spa brand, 5 complementary colors, calming blues and greens, presented as color swatches with hex codes, professional layout --v 7
- **Brand Guidelines Mockup**
Brand guidelines page mockup, showing logo usage, typography, and color palette for an architecture firm, elegant layout, white space, professional presentation --v 7 --q 2

Midjourney v7 Prompts and Styles Guide

Design Professional Prompts

UI/UX Design

- **Mobile App Interface**
Analytics dashboard for marketing platform, light theme, data visualization elements, clean grid layout, showing charts and KPI cards, professional UI --v 7 --q 2
- **Website Hero Section**
Website hero section for luxury watch brand, minimalist design, large product photography, subtle animations indicated, responsive layout shown on desktop and mobile --v 7 --q 2 --ar 16:9
- **Dashboard Design**
Analytics dashboard for marketing platform, light theme, data visualization elements, clean grid layout, showing charts and KPI cards, professional UI --v 7 --q 2
- **E-commerce Product Page**
E-commerce product page for premium headphones, white background, multiple product views, specification section, review section, clean modern layout --v 7 --q 2
- **App Icon Design**
App icon for productivity tool, flat design with subtle gradient, blue and teal color scheme, simple geometric symbol, iOS style rounded square --v 7

Midjourney v7 Prompts and Styles Guide

Marketing Professional Prompts

Campaign Concepts

- **Brand Campaign Key Visual**
Key visual for sustainable fashion campaign, model wearing eco-friendly clothing in natural setting, soft natural lighting, earthy color palette, lifestyle approach --v 7 --q 2
- **Product Launch Concept**
Product launch visual for new smartphone, dramatic lighting, minimalist setting, focus on device features, tech aesthetic, dark background with accent lighting --v 7 --q 2
- **Seasonal Campaign**
Holiday campaign concept for luxury jewelry brand, festive elegant setting, soft bokeh lights, gift-giving moment, warm color palette, emotional storytelling --v 7 --q 2
- **Cause Marketing Campaign**
Environmental awareness campaign visual, powerful imagery of nature conservation, emotional impact, call to action text placement, cinematic quality --v 7 --q 2
- **Rebranding Announcement**
Rebranding announcement visual showing before and after logo evolution, clean presentation, corporate setting, professional atmosphere, celebration moment --v 7 --q 2, consistent color palette, alternating content types, harmonious visual flow, 9 post preview --v 7 --q 2

Midjourney v7 Prompts and Styles Guide

Marketing Professional Prompts

Social Media Content

- **Instagram Post Series**
Instagram carousel post for fashion brand, cohesive visual style across 3 slides, model showcasing different outfits, urban setting, consistent filter, square format --v 7 --q 2 --ar 1:1
- **Social Media Story**
Instagram story for food delivery app, vibrant food photography, animated elements indicated, promotional offer highlighted, vertical format, engaging visual --v 7 --q 2 --ar 9:16
- **Social Media Profile**
Cohesive Instagram profile grid preview for travel influencer, consistent color palette, alternating content types, harmonious visual flow, 9 post preview --v 7 --q 2
- **Pinterest Pin Design**
Pinterest pin for home decor tips, vertical composition, inspirational interior image, text overlay with headline, clean design, aspirational aesthetic --v 7 --q 2 --ar 2:3
- **LinkedIn Company Post**
LinkedIn post for B2B software company, professional data visualization, clean corporate design, blue color scheme, desktop mockup showing product, text space --v 7 --q 2

Midjourney v7 Prompts and Styles Guide

Photography Professional Prompts

Portrait Photography

- **Corporate Headshot**
Professional corporate headshot, female executive, neutral background, studio lighting setup with soft key light and fill, professional attire, confident expression --v 7 --q 2
- **Environmental Portrait**
Environmental portrait of artist in their studio, natural light from large windows, surrounded by work and tools, shallow depth of field, documentary style --v 7 --q 2
- **Character Portrait**
Character portrait of elderly craftsman, environmental setting in workshop, dramatic lighting emphasizing texture and features, storytelling composition --v 7 --q 2
- **Group Portrait**
Family portrait in outdoor setting, golden hour lighting, coordinated casual styling, natural interaction, bokeh background, professional composition --v 7 --q 2

Landscape/Architecture Photography

- **Urban Architecture**
Modern architecture photography, skyscraper facade, geometric composition, blue hour lighting, wide angle perspective, dramatic sky, professional architectural photography --v 7 --q 2
- **Interior Architecture**
Interior architecture photography of modern museum space, leading lines, natural light, wide angle lens, balanced composition, human figure for scale --v 7 --q 2
- **Aerial Photography**
Drone photography of coastline, turquoise water meeting white sand beach, top-down perspective, curved shoreline creating natural leading line, golden hour lighting --v 7 --q 2

Midjourney v7 Prompts and Styles Guide

Photography Professional Prompts

Commercial Photography

- **Product Photography Setup**
Professional product photography setup for jewelry, macro lens, softbox lighting arrangement, reflectors, tripod, studio environment, behind the scenes view --v 7 --q 2
- **Food Photography**
Gourmet food photography of dessert plate, shallow depth of field, natural side lighting, styled setting with props, restaurant atmosphere, topdown perspective --v 7 --q 2
- **Fashion Editorial**
High-end fashion editorial photography, female model in avant-garde outfit, architectural location, dramatic lighting, magazine style composition, fashion photography --v 7 --q 2
- **Real Estate Photography**
Luxury real estate interior photography, ultra-wide angle, natural light with supplemental lighting, high-end kitchen space, professional staging, bright airy feeling --v 7 --q 2
- **Automotive Photography**
Car photography at sunset, dramatic lighting, mountain road location, three-quarter front view, motion blur effect, cinematic color grading, advertising quality --v 7 --q 2