



crews

Where you belong

TRAINING

Midjourney

LEARNING OBJECTIVES

- Understand how an AI image generator works
- Master the Midjourney interface and commands via Discord
- Create professional, original or inspiring visuals using well-crafted prompts
- Optimise the use of Midjourney for creative, marketing or strategic needs

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Design, communication, marketing and visual creation professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,790 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to AI image generation
 - Overview of AI visual creation tools
 - Positioning and advantages of Midjourney
 - Use cases: art direction, moodboard, prototyping, social media content
- Getting started with Midjourney
 - Account creation, subscription and Discord setup
 - How channels work, basic commands and interface overview
 - Understanding generation modes, versions and limitations
- Building effective prompts
 - Structuring a prompt: subject, style, atmosphere, format
 - Using artistic styles, visual references and precise keywords
 - Experimentation, remixing and iterations
- Customisation and optimisation
 - Remix mode, stylize, aspect ratio and other parameters
 - Uplift, variations and upscaling generated visuals
 - Adding brand constraints or artistic direction
- Using generated images
 - Downloading, cropping, editing and integrating visuals
 - Using images for presentations, publications or mock-ups
 - Usage rights, ethics and legal limitations
- Creative workshop
 - Creating a series of visuals based on a professional brief
 - Iterative work on visual quality and graphic relevance
 - Group presentation and personalised feedback

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to use Midjourney to enhance creative productions, explore new graphic directions, prototype visual concepts or boost brand communication.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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