

**V 5.2**

# Consistent Characters

*with* Midjourney

MAKING

*the*

PHOTO



# MAKING *the* PHOTO

*Hi! I'm Jenn from Making the Photo. My YouTube channel explores the magical world of AI-generated imagery and unlocking your creative potential!*

*This ebook outlines a process for creating consistent characters in Midjourney. Storytelling is all about following your character's adventures. To do this, you need a character you'll recognize in every image. But creating a consistent character in Midjourney is a bit tricky. Each time you run a prompt, Midjourney wants to generate - or create! Make something new. This process works. But it's not a magic bullet. You'll have to do a lot of re-rolls and make a lot of variations. There will be changes to your character, but you can make your character recognizable across different frames.*

*I'll include a ChatGPT prompt to help you make a character and prompts to help you generate reference images. You can use this process with a character created in Midjourney or one you made somewhere else.*

*If you want to create a story with images, this ebook is for you!*

[www.youtube.com/@MakingPhoto](https://www.youtube.com/@MakingPhoto)

# MAKING *the* PHOTO

*"Creating Consistent Characters with Midjourney" is geared towards creators who are already comfortable using Midjourney. If you're entirely new to the world of AI image generation, or haven't yet discovered my "Making the Photo" YouTube series, you may want to explore those foundational resources first.*

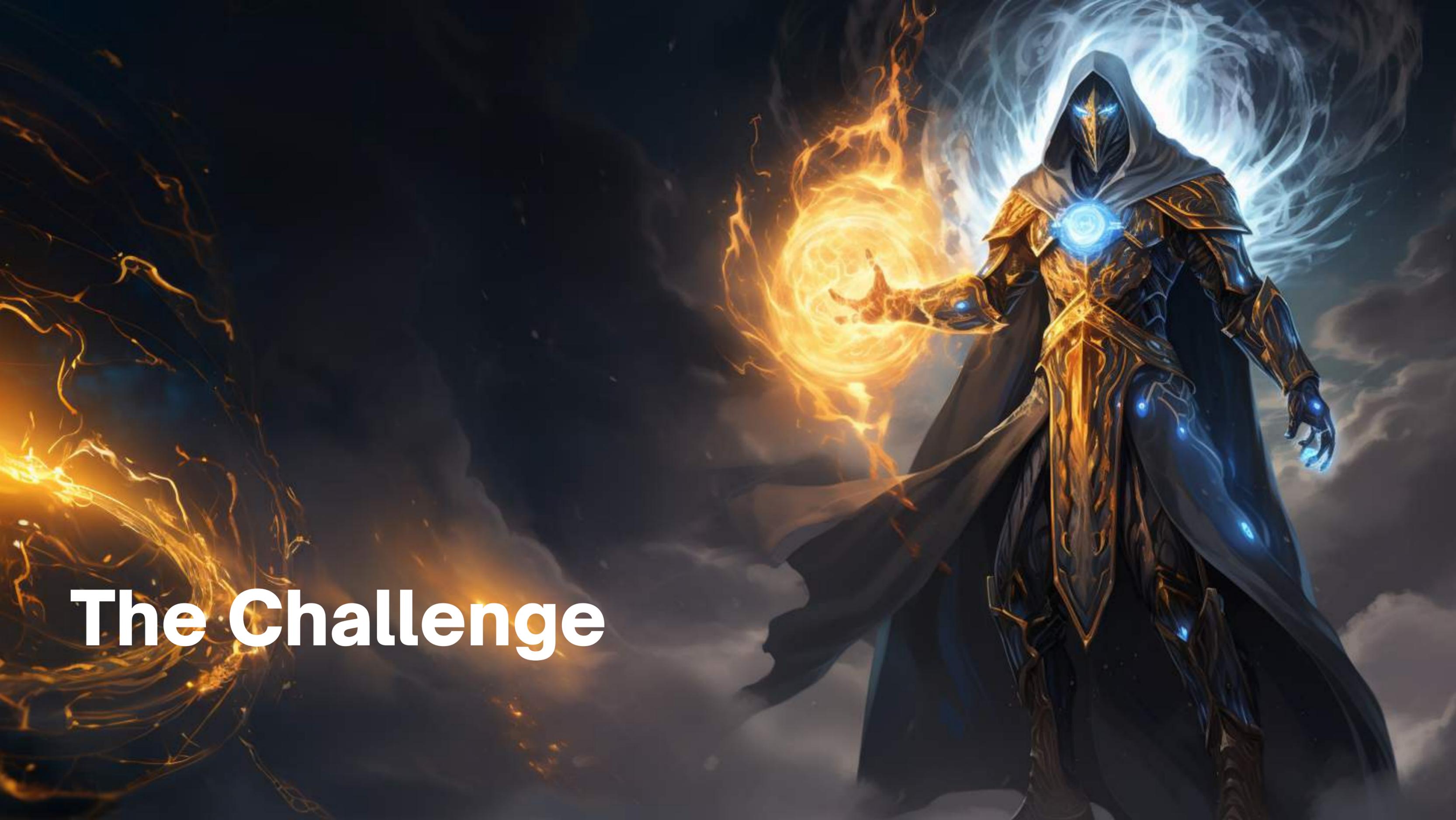
*Ready? Let's bring your amazing characters to life!*



[www.youtube.com/@MakingPhoto](https://www.youtube.com/@MakingPhoto)

# **What We'll Cover**

- 1. The Challenge**
- 2. Creating a Character in Midjourney**
- 3. Describing your Character**
- 4. Creating Reference Image Prompts**
- 5. Prompting for Consistent Character**
- 6. Known Limitations**



# The Challenge

# What is the Challenge?

Creating consistent characters in Midjourney presents challenges. AI image generators like Midjourney excel at creating novel, one-of-a-kind images. This is incredible for artistic prompts, but poses a unique challenge when you want to render the same original character across multiple images.



# Why is it hard??

Midjourney actively tries to generate something new and different each time. Midjourney change details like hair, outfit, proportions and more may morph each iteration based on Midjourney's latest creative whims.



**different dogs**  
different costumes  
one prompt

/imagine  
superdog, hero in a cape

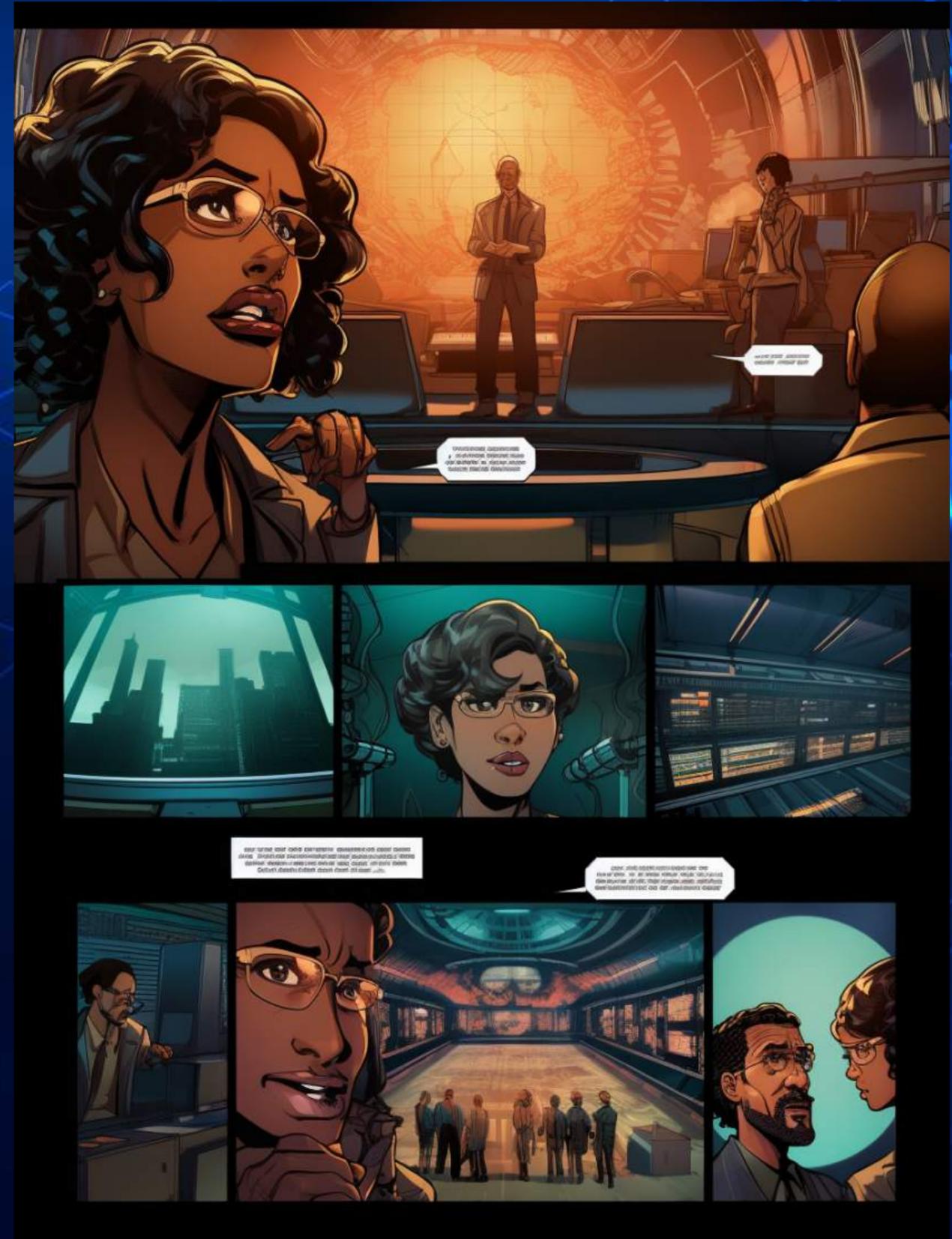
# Prompting Challenge

It takes careful effort to define a distinctive look for your character and guide Midjourney to stick to it. You do this through the prompts you use and the visual references you provide. You need to give Midjourney clear direction to recognize and reliably reproduce your character's signature details.



# The Goal

In this ebook, I'll share techniques I've developed to meet this challenge. With the right approach, you can create and render an original character consistently across a span of images to unlock new storytelling possibilities.



A knight in full plate armor with a cape, holding a sword, standing on a cliff at sunset. The knight is seen from the back, looking out over a vast landscape under a dramatic, cloudy sky. The sun is low on the horizon, casting a golden glow. The knight's armor is highly detailed with spikes and intricate designs. The cape is dark and flows behind him. The sword is held in his right hand, pointing downwards.

# Creating a Character

# Creating a Character Reference

The first step in generating consistent images of your original character with Midjourney is creating a strong anchor reference image that encapsulates a look. This image will serve as your guide, giving Midjourney a clear visual representation of your character.. This maintains recognizable elements as Midjourney creates new images.



# Artistic Style

Think about the overall style for your character. How is the overall look? Is it anime, graphic novel, Gothic, steampunk, Pixar? Describing this upfront will steer Midjourney's image generation in the right stylistic direction.



steampunk

# Create your character

You'll need a clear vision of your character. If you don't already have a character, start by creating one in Midjourney. Describe how you want your character to look and the artistic style. Use the description to generate a single high-quality image of your character.

Focus on distinct visual elements like hair, facial features, clothing, accessories, and any other defining traits.



Lily is a pixar-style girl with a love of technology

# Create character with ChatGPT

Use ChatGPT to help you thoroughly describe your character's physical appearance and style. Here's a prompt you can use to create a character using ChatGPT or Claude.

ChatGPT   
AI Claude

*/imagine prompt: a character in a futuristic cityscape, a robotic villain. Its metallic body gleams in shades of black and silver, texture cold and hard, with a streamlined build that allows for swift, mechanical movements. Its prominent feature is a red energy core embedded in its chest, pulsating with ominous light, symbolizing its unrelenting pursuit of power. It carries a laser cannon, with a sleek metallic texture, showing its destructive intent. The posture is imposing and unyielding, expression emotionless, and style starkly modern, reflecting a world lost to technology*

ChatGPT4 | MJS.2

## Game Character Building Prompt



Jenn Mishra @jaade



Follow me on YouTube at

<https://www.youtube.com/@MakingPhoto>

### Steps

1. Copy the following into ChatGPT or Claude.
2. The prompt will make a random character, but you can specify details about the character.
3. Once you submit the formula, the LLM should remember it. You can simply change the subject

### Prompt

You are a renowned character designer, having sculpted iconic heroes and villains for blockbuster video games. Today you will translate that experience into creating textual narrative prompts for training generative AI art programs on game character design.

Choose the role of the character (e.g., hero, villain, sidekick). Allow your creativity to flow; the character could be humanoid, animalistic, robotic, or entirely unique.

Choose the dominant attributes for the character and describe the color, texture, physical build, and how it moves within the game world.

Choose a prominent feature or accessory for the character, like a weapon or emblem, and describe its color, texture, function, and how it complements the character's personality and role.

Describe the posture, expression, and overall style of the character design; it should resonate with the game's theme and the character's role.

[Formatting Rules]

- Prompts should be no less than 50 words and no more than 150 words
- All prompts should begin with "imagine prompt: a character in a"
- Determine the best aspect ratio in the form of "--ar X:Y". Default to 2:3 ("--ar 2:3") if uncertain.

Steps to Building the Prompt:

1. Choose the character's role, dominant attributes, and prominent feature or accessory.
  2. Include key characteristics and features of the character.
  3. Create a rich and compelling narrative that showcases the chosen styles and characteristics.
  4. Format the prompt according to the rules, ensuring it's between 50 and 150 words.
  5. Review and revise the prompt as needed for optimal expression.
  6. Display the finalized prompt.
- After displaying the result, ask the user if they would like you to generate a new prompt or play with a single element in the existing prompt or choose a new subject (provide options with a numbering scheme).

# Create character with ChatGPT

## 1) Copy the prompt:

You are a renowned character designer, having sculpted iconic heroes and villains for blockbuster video games. Today you will translate that experience into creating textual narrative prompts for training generative AI art programs on game character design.

Choose the role of the character (e.g., hero, villain, sidekick). Allow your creativity to flow; the character could be humanoid, animalistic, robotic, or entirely unique.

Choose the dominant attributes for the character and describe the color, texture, physical build, and how it moves within the game world.

Choose a prominent feature or accessory for the character, like a weapon or emblem, and describe its color, texture, function, and how it complements the character's personality and role.

Describe the posture, expression, and overall style of the character design; it should resonate with the game's theme and the character's role.

[Formatting Rules]

- Prompts should be no less than 50 words and no more than 150 words
- All prompts should begin with "/imagine prompt: a character in a"
- Determine the best aspect ratio in the form of "--ar X:Y". Default to 2:3 ("--ar 2:3") if uncertain.

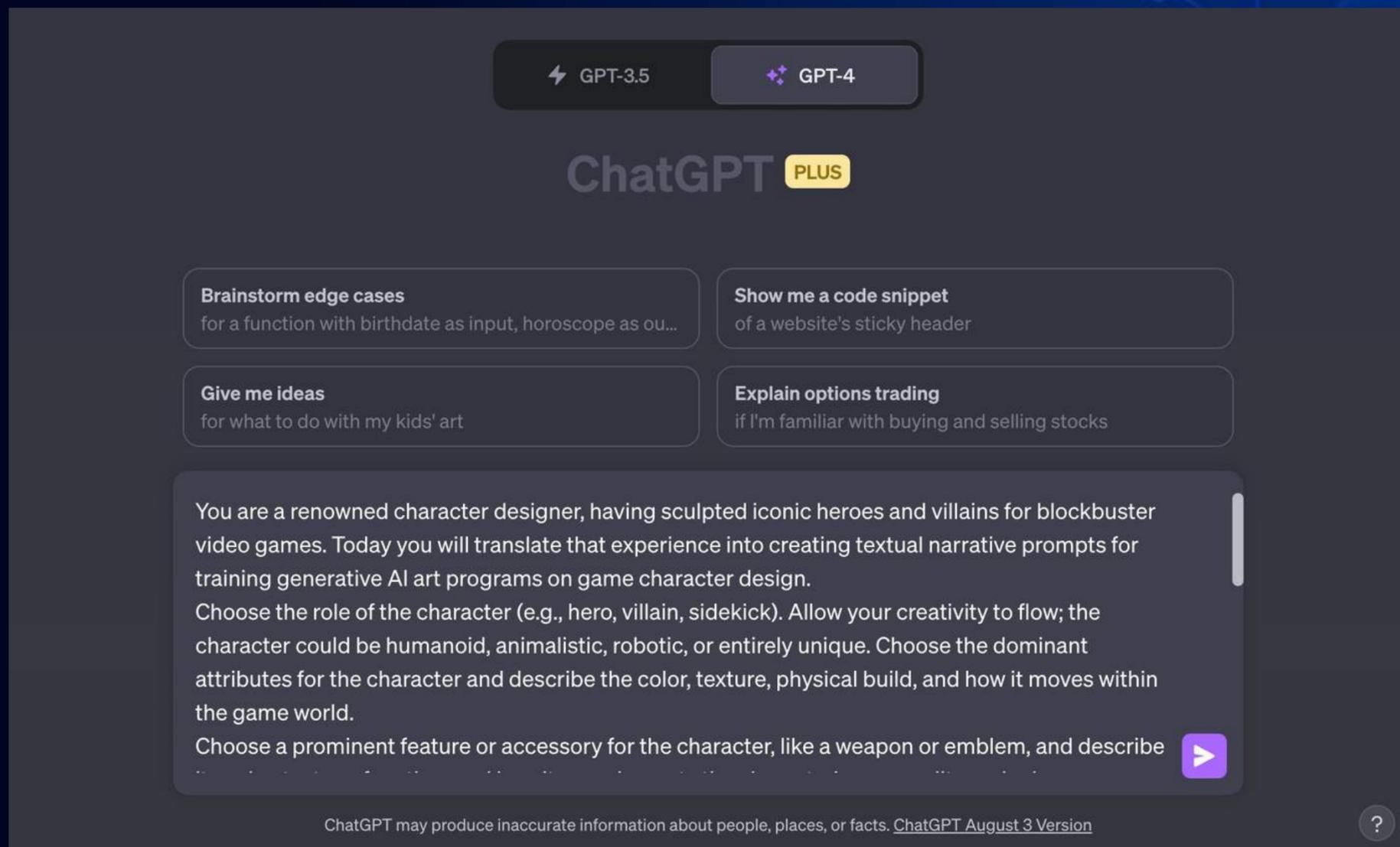
Steps to Building the Prompt:

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6. Display the finalized prompt.

After displaying the result, ask the user if they would like you to generate a new prompt or play with a single element in the existing prompt or choose a new subject (provide options with a numbering scheme).

# Create character with ChatGPT

2) Paste prompt into ChatGPT or Claude:



The screenshot shows the ChatGPT interface with the following elements:

- Model selection: GPT-3.5 and GPT-4 (selected).
- Subscription: ChatGPT PLUS.
- Example prompts:
  - Brainstorm edge cases for a function with birthdate as input, horoscope as ou...
  - Show me a code snippet of a website's sticky header
  - Give me ideas for what to do with my kids' art
  - Explain options trading if I'm familiar with buying and selling stocks
- Main prompt area:

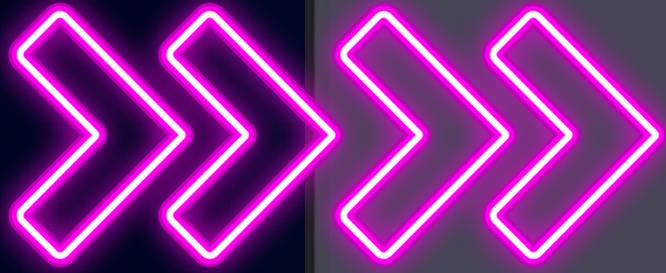
You are a renowned character designer, having sculpted iconic heroes and villains for blockbuster video games. Today you will translate that experience into creating textual narrative prompts for training generative AI art programs on game character design.

Choose the role of the character (e.g., hero, villain, sidekick). Allow your creativity to flow; the character could be humanoid, animalistic, robotic, or entirely unique. Choose the dominant attributes for the character and describe the color, texture, physical build, and how it moves within the game world.

Choose a prominent feature or accessory for the character, like a weapon or emblem, and describe
- Footer: ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

# Create character with ChatGPT

## 3) Copy the result



GPT-4 ⓘ

Steampunk it is, Jenn! Here's a character fit for a steam-powered world:

`/imagine prompt: a character in a Steampunk universe, a rogue airship captain. Dressed in worn leather and brass, their build is lean and agile. Moves with purposeful strides, as if always on a mission. Sports a mechanical arm with intricate gears and cogs, built for dexterity and strength. It's a marvel of engineering, colored in burnished gold and bronze. Their posture is relaxed but vigilant, expression smirking, and the style is a perfect balance of Victorian elegance and rugged functionality --ar 2:3.`

What's your next move?

1. Generate a new prompt
2. Play with a single element in this existing prompt
3. Choose a new subject

# Create character with ChatGPT

4) Paste prompt in Midjourney and click return twice

a character in a Steampunk universe, a rogue airship captain. Dressed in worn leather and brass, their build is lean and agile. Moves with purposeful strides, as if always on a mission. Sports a mechanical arm with intricate gears and cogs, built for dexterity and strength. Their posture is relaxed but vigilant, expression smirking, and the style is a perfect balance of Victorian elegance and rugged functionality --ar 2:3 --turbo - @Jaade (turbo, stealth)



# Generate Your Character

With your detailed prompt, generate a high quality image of your character posed and framed exactly as you'd like.

Re-roll until you find a character you like.



# Find Image Seed

When generating the initial image of your character, take note of the unique seed associated with that image. AI image generation is always the melding of your prompt and a random seed.

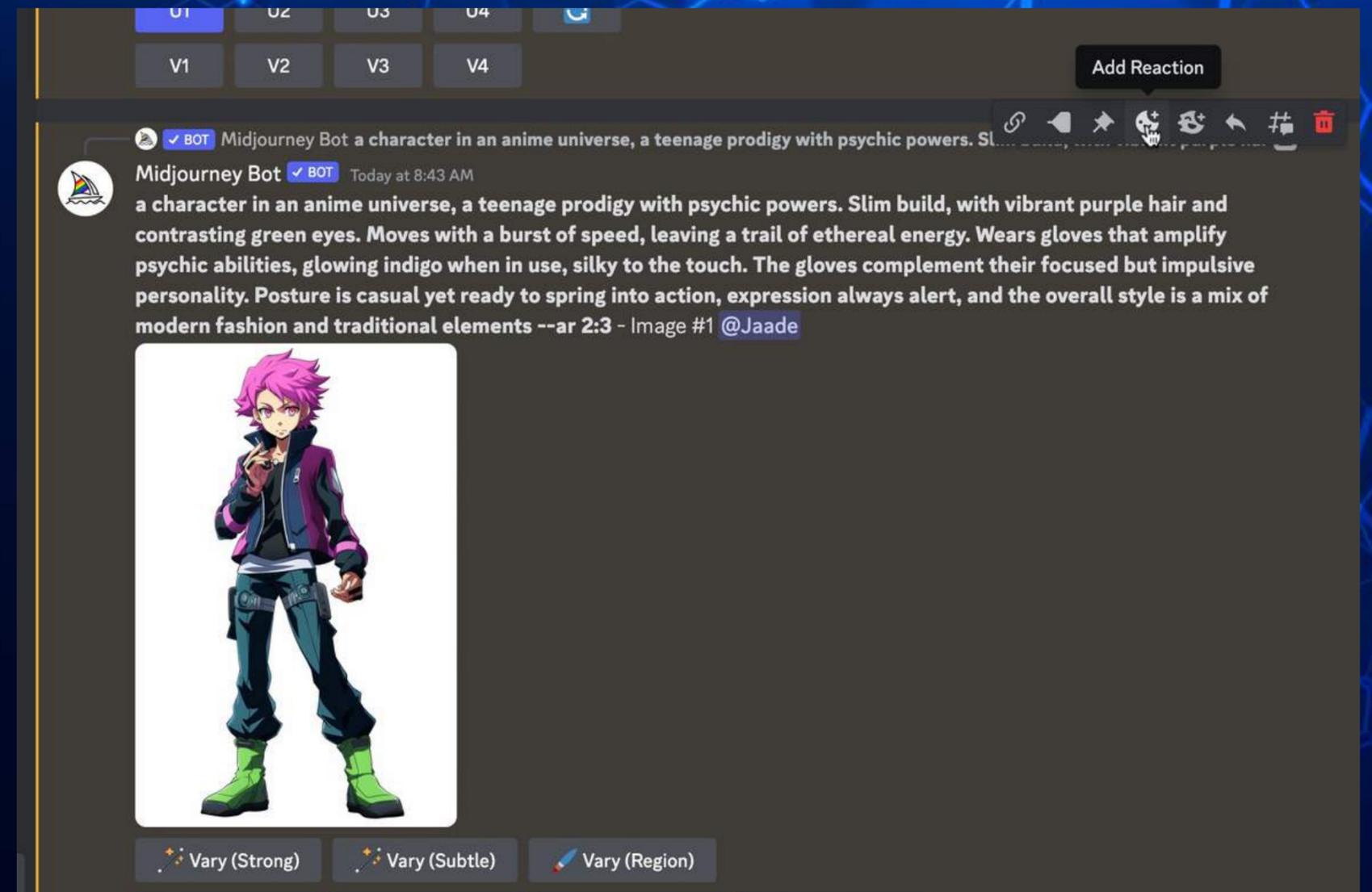
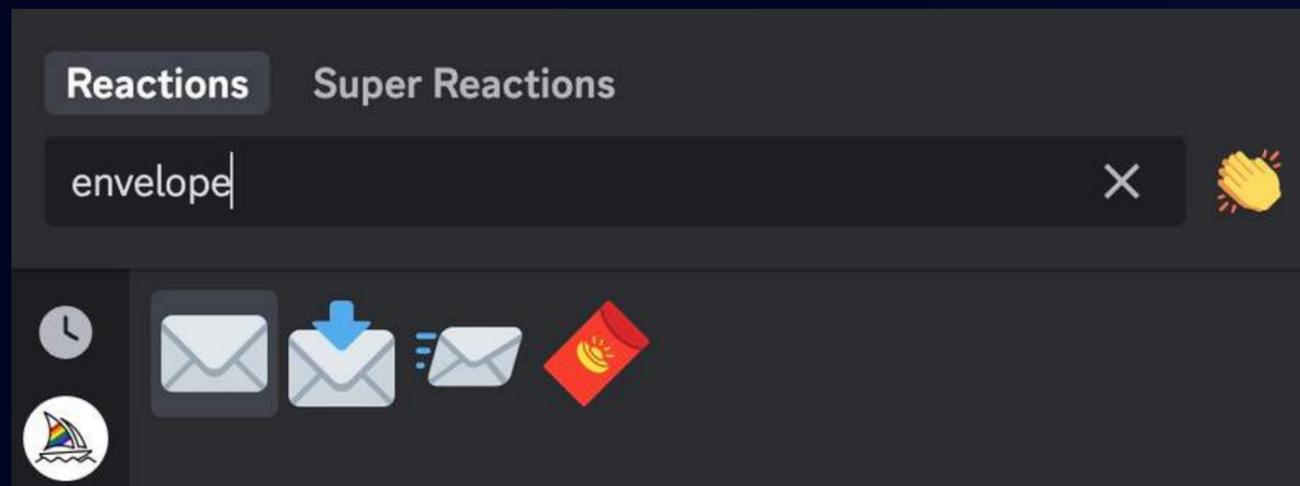
If you fix the seed, there is less variability.

Access to the original seed isn't critical, but can be helpful for regenerating a consistent foundation image of your character if needed.

--seed

# Find Image Seed

To find the seed, go to your original image in Discord, click "Add Reaction" in the upper right corner, and send yourself a direct message using the envelope emoji.



# Copy Seed

Midjourney will send you a message. The message will include the seed.

Copy the seed to use later.

August 27, 2023

Midjourney Bot **BOT** Today at 10:42 AM

a character in an anime universe, a teenage prodigy with psychic powers. Slim build, with vibrant purple hair and contrasting green eyes. Moves with a burst of speed, leaving a trail of ethereal energy. Wears gloves that amplify psychic abilities, glowing indigo when in use, silky to the touch. The gloves complement their focused but impulsive personality. Posture is casual yet ready to spring into action, expression always alert, and the overall style is a mix of modern fashion and traditional elements

Job ID: 09981429-17d5-4905-a8ea-4e77c6fcb29  
seed 3754289326



Jump to message

# Create Full Body Version

Use tools like zoom and pan to create a full-body image. You don't have to make a full-body version, but Midjourney may have difficulty filling in missing features. You may be limited to upper body or head and shoulder images in your story.

To add more length or width, use the arrows under the image upscale.



pan



# Create Full Body Version

Or use the zoom tools to add extra space around the figure.

 Zoom Out 2x

 Zoom Out 1.5x

 Custom Zoom



Zoom

# Simplify Background

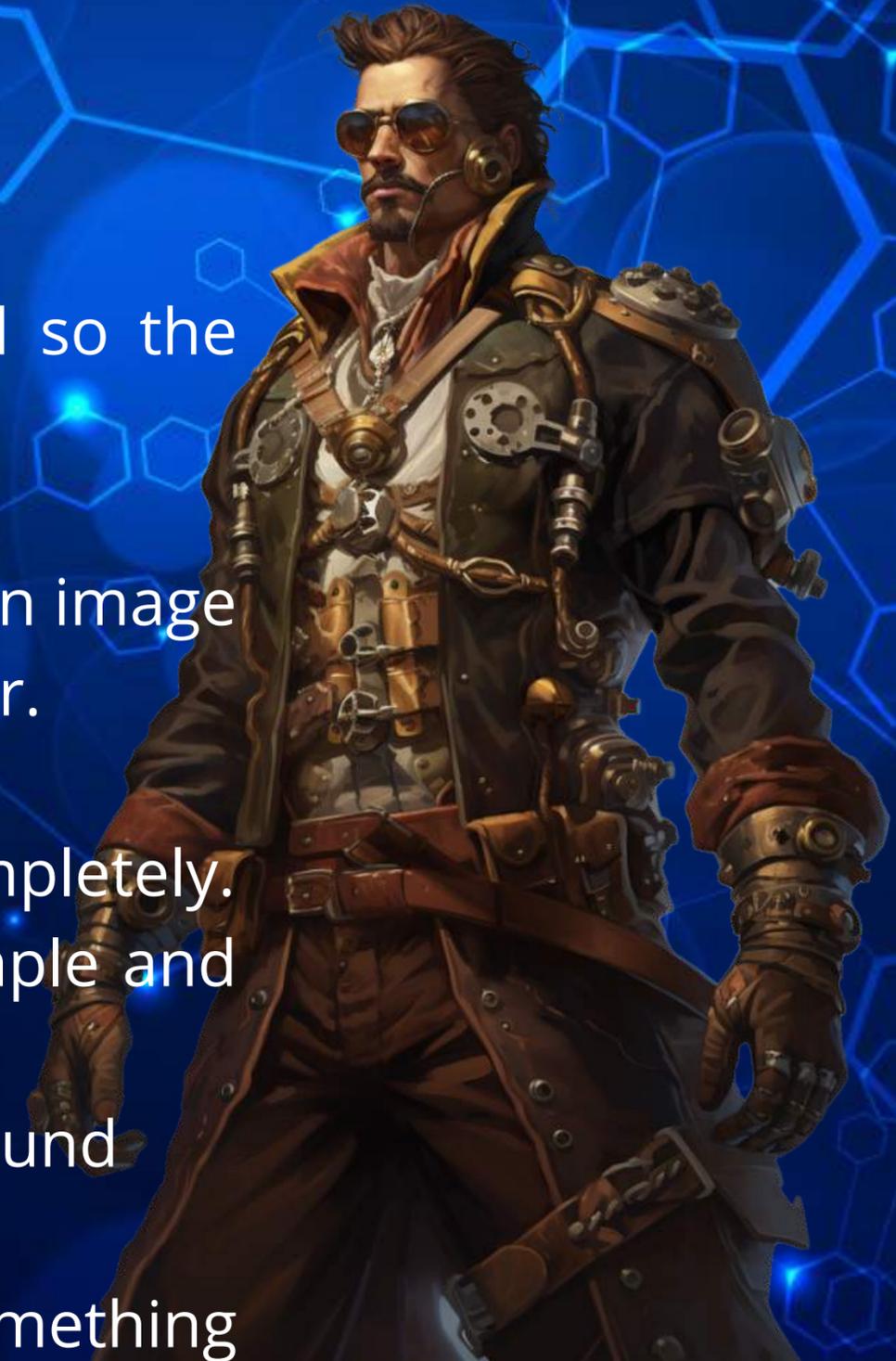
If the background is busy or detailed, simplify the background so the focus is on your character.

Download the best example of your character. You'll use this as an image prompt when you start to create new situations for your character.

You can use a photo editing tool and remove the background completely. There are many programs that will do this for free. Here's a simple and free tool from Adobe.

<https://www.adobe.com/express/feature/image/remove-background>

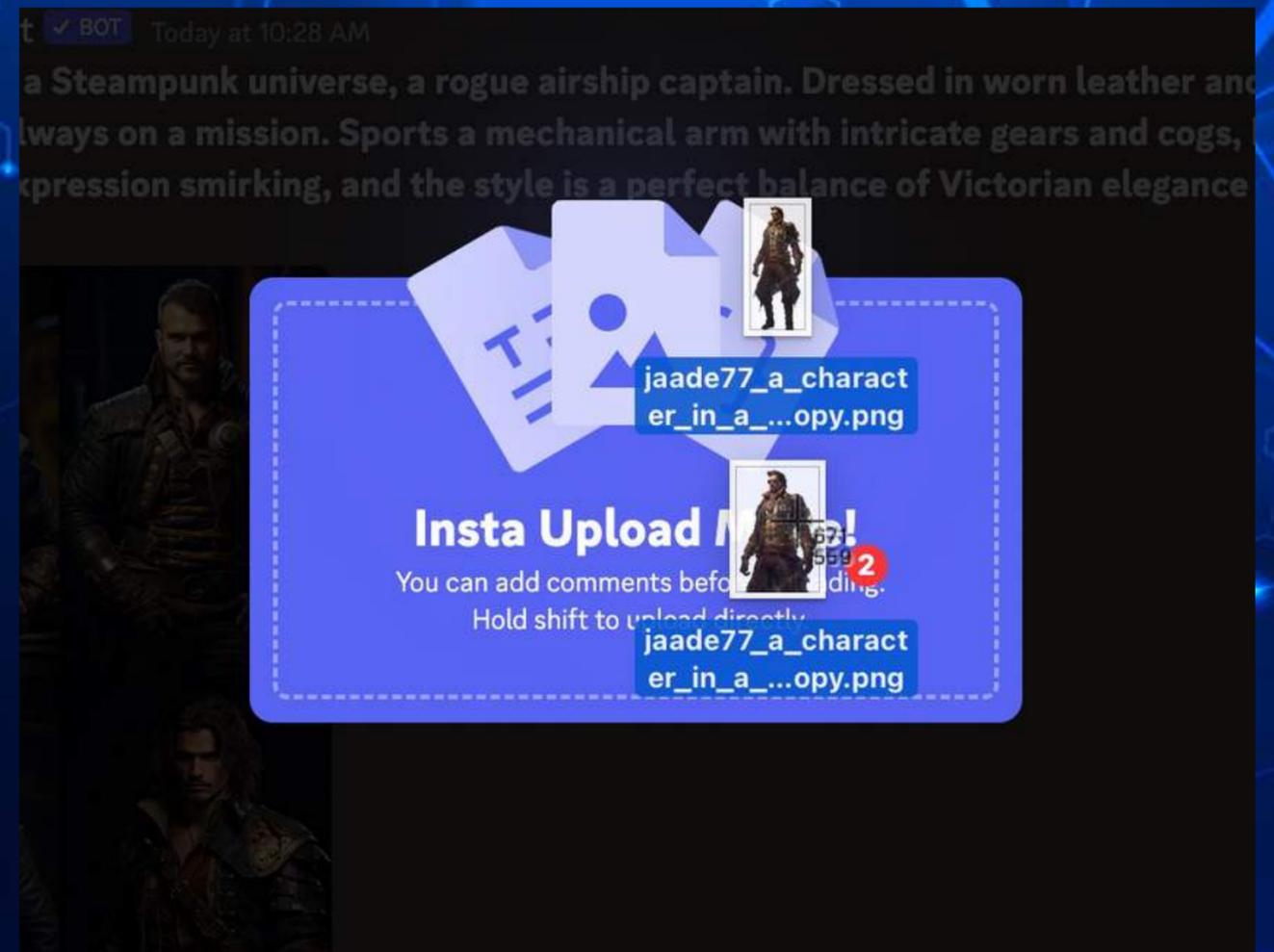
Or use Midjourney's Vary Region to change the background to something less attention grabbing.



# Upload Edited Image to Discord

Upload your edited reference image into Discord. This gives Midjourney the perfect visual representation of your character as an anchor for future images.

- Drag the image into Discord
- Click return
- Click on the uploaded image
- Right click on the image and copy image address
- Save the image address for later access



# Recap Character Creation

I'll show you how to incorporate these images into your prompt later in the ebook.

Now you have your foundation to start generating fresh poses, perspectives, and scenes while retaining your character's recognizable look and style!

- 1. Create a character**
- 2. Describe the style**
- 3. Find the seed for the character reference image**
- 4. Create full-body reference image**
- 5. Simplify the background**
- 6. Upload reference image into Discord**

**Describe Character**



# Describing Visual Elements

Describe a few key visual elements that define your character's recognizable appearance. Focus on distinct visual features like approximate age and gender, specific physical traits, signature clothing or accessories, and artistic style.

These are distinguishing features will help Midjourney generate images. And they will help your viewer recognize the character in different situations.

There will be changes to your character, but these characteristics make your character recognizable across different frames.



# Descriptive Language

Use concise, visually descriptive language.

For example, rather than "male" say "boy". Rather than "young" say "teen". Teen boy is more specific than young male. Get as much description as possible into each word.

**teen boy**



# Descriptive Synonyms

Pick a couple noticeable physical traits like hair color/style, eye color, skin tone, build, facial features. Be specific in describing these attributes.

Using precise, vivid language will help Midjourney consistently render these characteristic features. Describe attributes as vividly as possible. "Spiky pink hair" is better than "short pink hair" because it gives Midjourney more information.

Explore synonyms packed with visual information.

**pink spiky hair**



# Physical Features/Clothes

Choose 1-2 signature items that your character always wears like a hat, necklace, jacket, or other accessory. Describing the color, shape, and other details will help make this object recognizable.

Identify clothing items by style, color and any meaningful details. Use as few words as possible to describe important characteristics. Is there a name for the hairstyle? Is it a sword or a katana? Is it green or chartreuse?

**Lime Green Snow boots**

**Blue and pink bomber jacket**



# Describe Art Style

Specify the art medium if your character has a graphic novel, anime or painterly look.

**Anime**



# Non-Negotiables

You've probably listed a lot of features that you want to stay consistent. Keep in mind Midjourney will change details across images and there's a limit to how much you can control the AI. Decide which 2-3 elements are non-negotiable, and focus on those in your prompts.

You will have to let some details change between images.

Now you're ready to start generating new images of your character while maintaining their recognizable visual identity!



# Describe your character

Double check that your reference image and your descriptions don't contradict each other.

Having both a reference image and a visually rich description will go a long way to reproducing the character in different narrative scenarios.

*anime teen boy with spiky pink hair wearing lime green snow boots and a pink and blue bomber jacket*



# Recap

1. Choose a few key attributes
2. Describe your character with visually rich language
3. Describe the style





**Variable Pose Reference Images**

# Generating Pose Reference Images

Next, generate several images of your character from different angles and in different poses. Having varied views of their front, side, back, sitting, standing, etc. will help Midjourney recreate your character's form and proportions.

You'll use these as image prompts when you start placing your character into new situations in your story.



# Multiple Poses Template

Use this prompt to generate your character in multiple poses.

*<Reference image url> [Character Description], full body multiple poses and expressions, white background --ar 3:2 --repeat 3*

- Replace <Reference image URL> with the image address you copied earlier
- Replace [Character Description] with one you wrote for your character
- You'll probably need to re-roll the prompt a few times. Add --repeat # at the end of your prompt. Click YES to confirm the repeat.



# Character Variations

There is a limit to how much you can control the output. Details will change. It's in the nature of the AI image generator.

Look for images that capture the essence of your character.

*boots are slightly different, but eye-catching green*



# Fine-Tune Figures

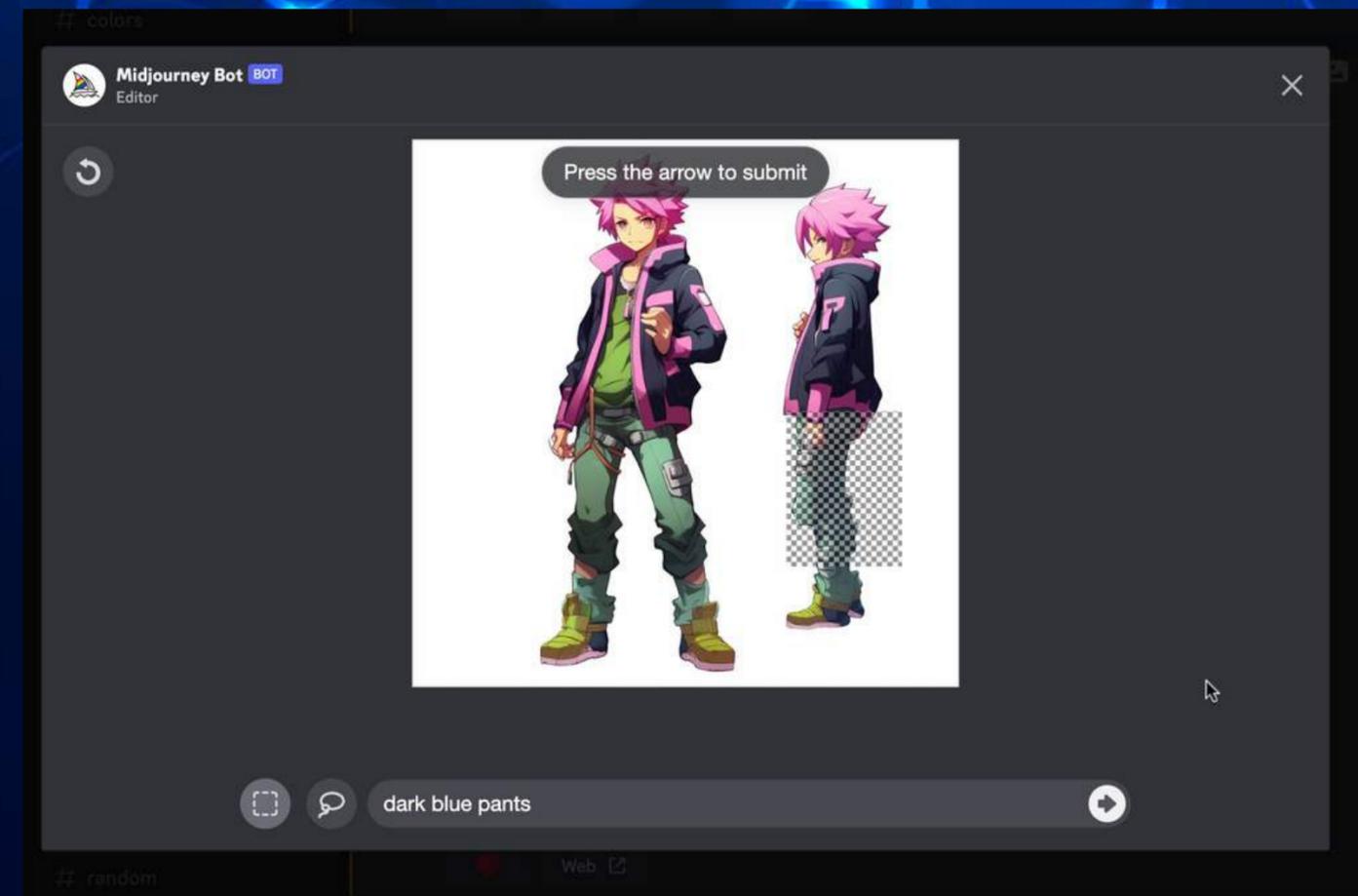
Be patient and persistent with re-rolls. You'll see variations from your original as Midjourney gets creative. Use Vary Region to fix important details.

If Midjourney cuts off heads or hands, use the pan or zoom tools to complete the figure.

Choose the best front view facing forward, side view, and back view of your character. Download the images that contain these views.



Vary (Region)

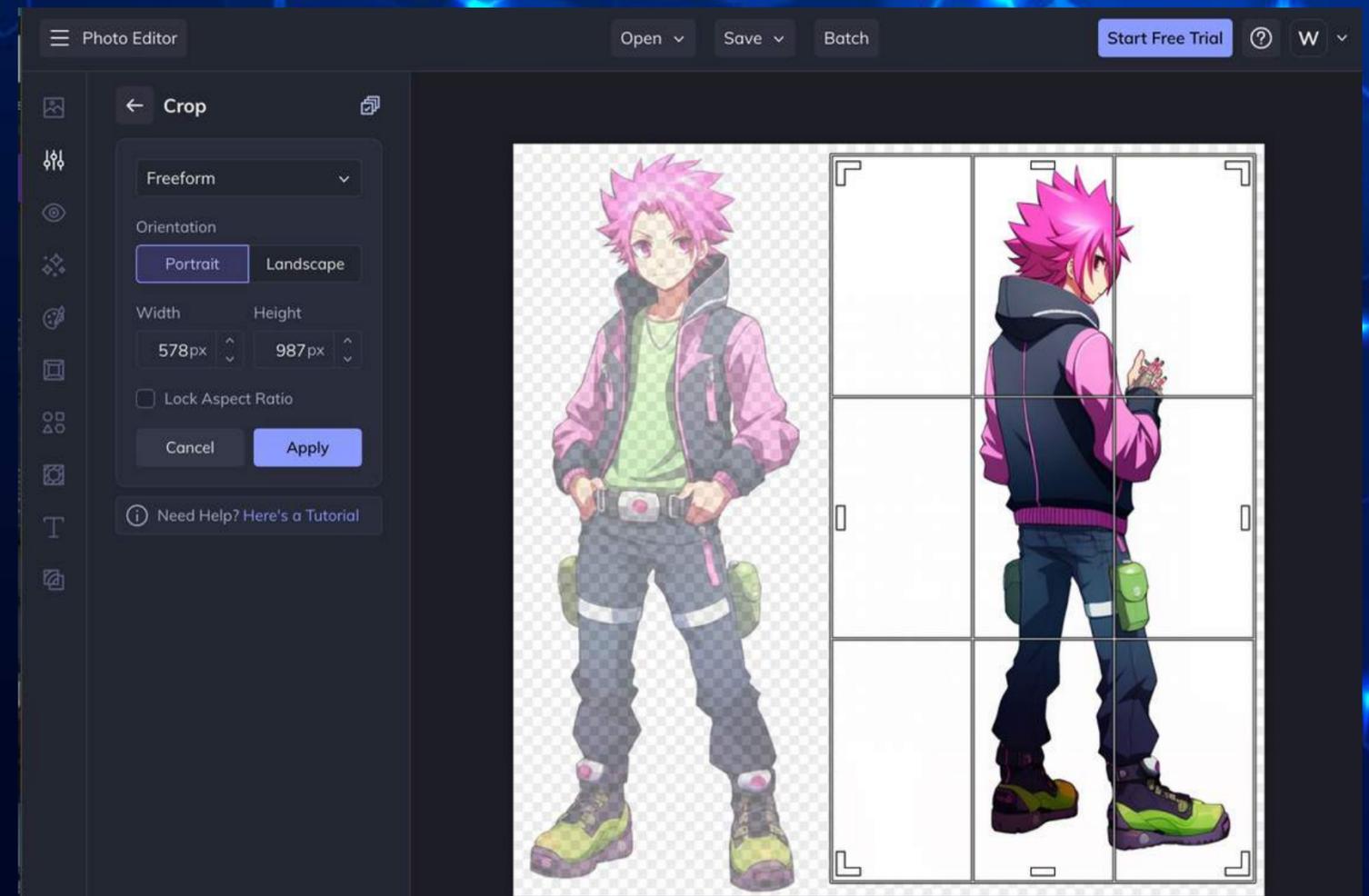


# Make Reference Images

In a photo editing tool like BeFunky, isolate the best poses, cropping out the other generated poses. Remember, you're looking for reference images showing clear front, side and back views.

Crop so the character takes up most of the frame.

Remove the background.



# Upload Reference Images

Midjourney lets you use multiple image prompts.

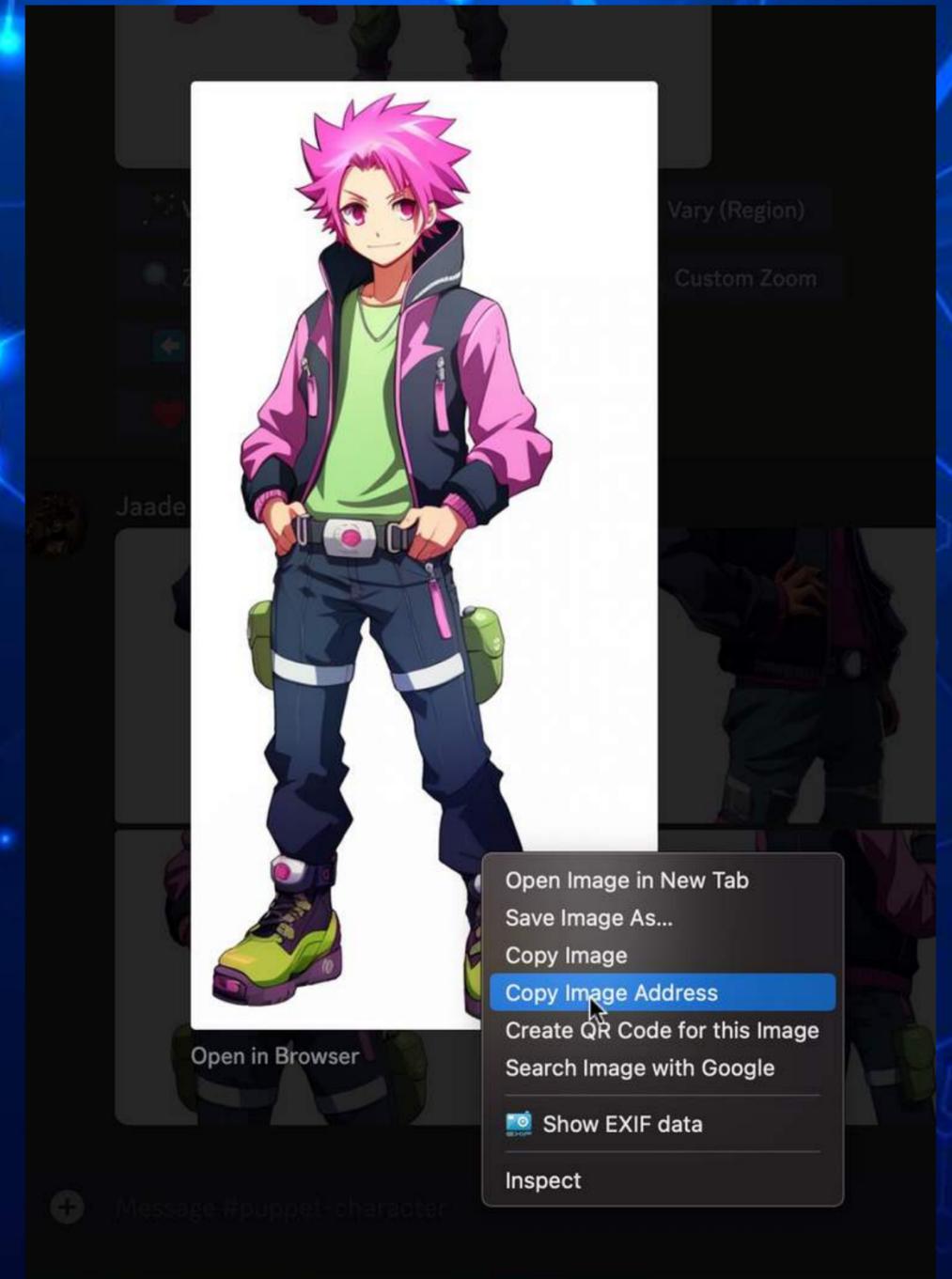
Upload reference images into Discord.

1. Drag each image into Discord
2. Click Return
3. Right click on each image and copy the url

You should have a list of 3-5 image urls (or more!)

[http://image1](#) [http://image2](#) [http://image3](#)....

Now when placing your character in new contexts, include the list of multi-angle shots to guide Midjourney.



# Isolated Body Parts

You may want to create sets of images isolating body parts. For instance, only the head from multiple angles or hands from multiple angles.

Adapt the prompt. Instead of asking for full-body poses, ask for close-up head or face images. Also, create a reference image that features only the key body parts.

Use only the parts of the description that apply. If you remove a key attribute (like green boots), you can replace it with something relevant to the isolated body part. This allows you to explore a character in more detail.



reference image



# Recap

1. Use reference image and description to create multiple poses on a white background
2. Download poses showing front, profile, and back
3. Make each pose an individual image
4. Remove background
5. Upload images into Discord
6. List image urls



# Prompting Character Consistency

# Guiding Consistent Characters

When generating images of your character in new scenarios, the goal is to give Midjourney with enough guidance to adapt the character appropriately while retaining their recognizable visual elements.

You have collected a lot of assets so far. Let's recap what you have to work with when prompting your character in different situations.

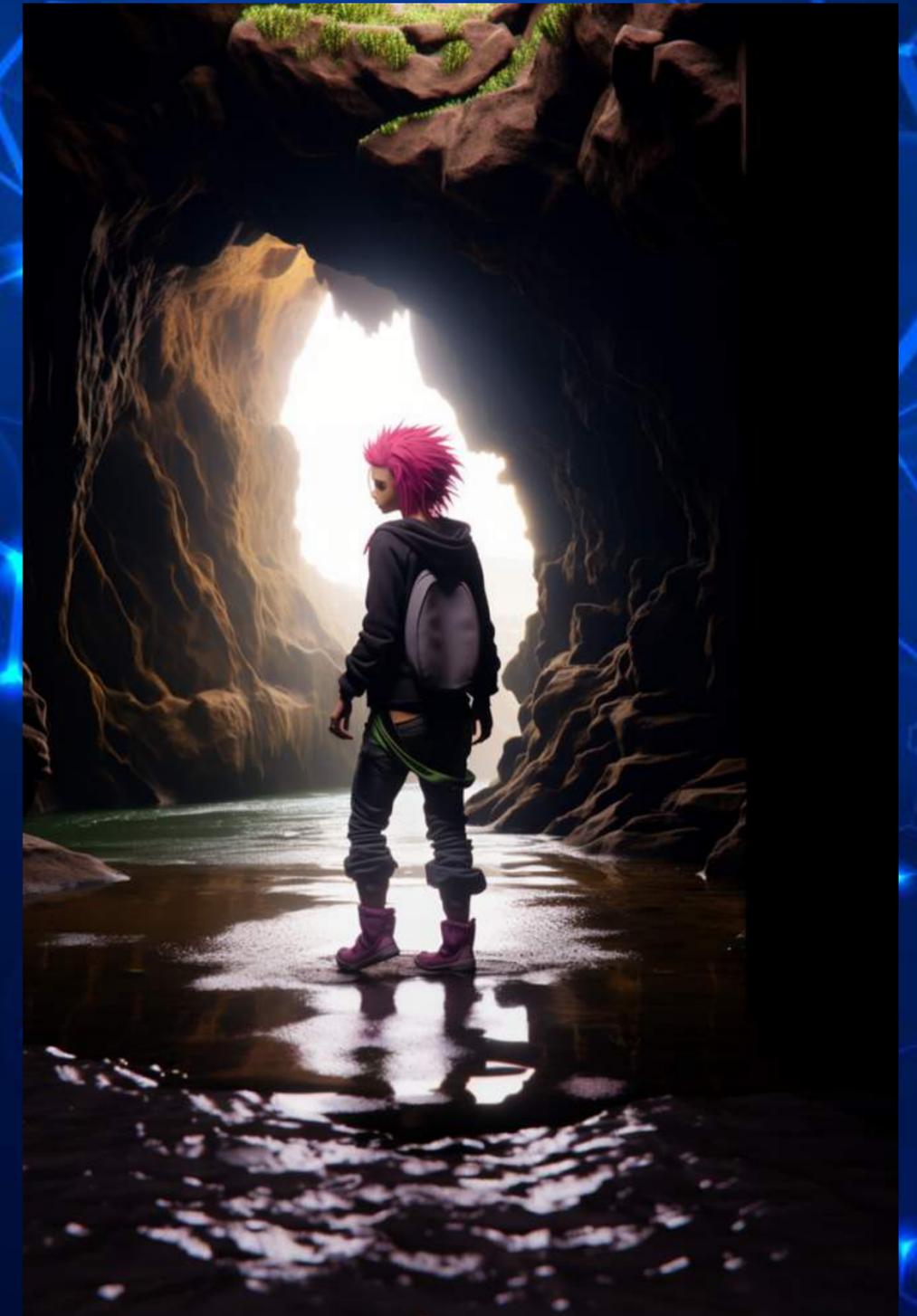
- **Original reference image (with background)**
- **Original reference image URL (clean background)**
- **Reference image seed**
- **Visually rich description**
- **URLS of multiple pose images (background removed)**

# Image Prompting

The reference images you have are powerful in showing Midjourney what you want. Sometimes, all you need to do is copy the reference image urls into your prompt and make the change.

You may only need the original reference image url, or include some or all of the reference images you made with your character in different poses.

You may not get the results you want the first time. Always be ready to re-roll and make variations.



```
/imagine  
<IMAGE_URLS> in a cave
```

# Weighting Images

To add more weight to the images, you can weight how much importance the images have in the prompt.

To weight the images, type --iw and a number between 1 and 2. IW stands for "image weight". The default weight is 1.

A stronger image weight will pick up more of the details. In this case, my reference images had a white background that is reinforced with a higher image weight.



```
/imagine  
<IMAGE URLS> in a cave --iw 2
```

# Prompting with Characteristics

If image prompts alone aren't enough, prompt Midjourney with your character's core visual descriptors like style and distinctive traits. This maintains recognizable elements across new images. You may only need to add one or two key characteristics.

```
/imagine  
<URLS> anime teen boy  
skateboarding
```



# Prompting with Seed

Or you can put in the entire character description and add the seed number from your original reference image.

Adding the seed keeps the vibe the same as your original reference image.

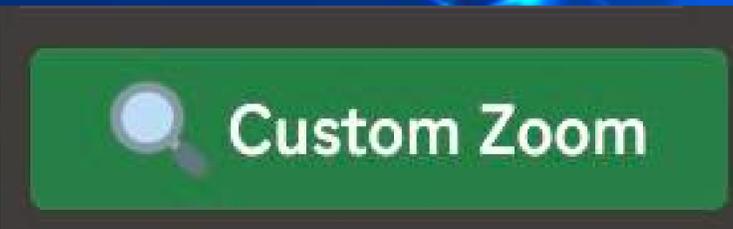
```
/imagine  
<URLS> anime teen boy with  
spiky pink hair and big pink  
eyes wearing lime green boots  
and a pink and blue jacket on  
a mountain --seed #####
```



# Custom Zoom Changes Background

Custom zoom allows you to change just the background while preserving your character.

1. Activate Remix mode by typing /prefer remix
2. On your original reference image, click the Custom Zoom button
3. Describe the new background in the text box
4. Click Submit



 Zoom Out ✕

 This form will be submitted to **Midjourney Bot**. Do not share passwords or other sensitive information.

ZOOM OUT WITH CUSTOM --AR AND --ZOOM \*

anime city --ar 3:2 --zoom 2 3972

Cancel Submit

# Custom Zoom Changes Background

Custom zoom defaults to --zoom 2. But if you want to keep your character the same size, zoom in by 1x (--zoom 1).

You will see your original character with the new background. It may take several generations to get the background details you want.

With custom zoom, you can place a consistent character into fresh scenes and settings.



```
/imagine  
dark, rainy city street --ar 3:2 --zoom 2
```

# Custom Zoom Aspect Ratio

And you can use custom zoom to change the aspect ratio of your image without changing too many details.

```
/imagine  
dark, rainy city street  
--ar 2:3 --zoom 1
```



# Vary Improves Consistency

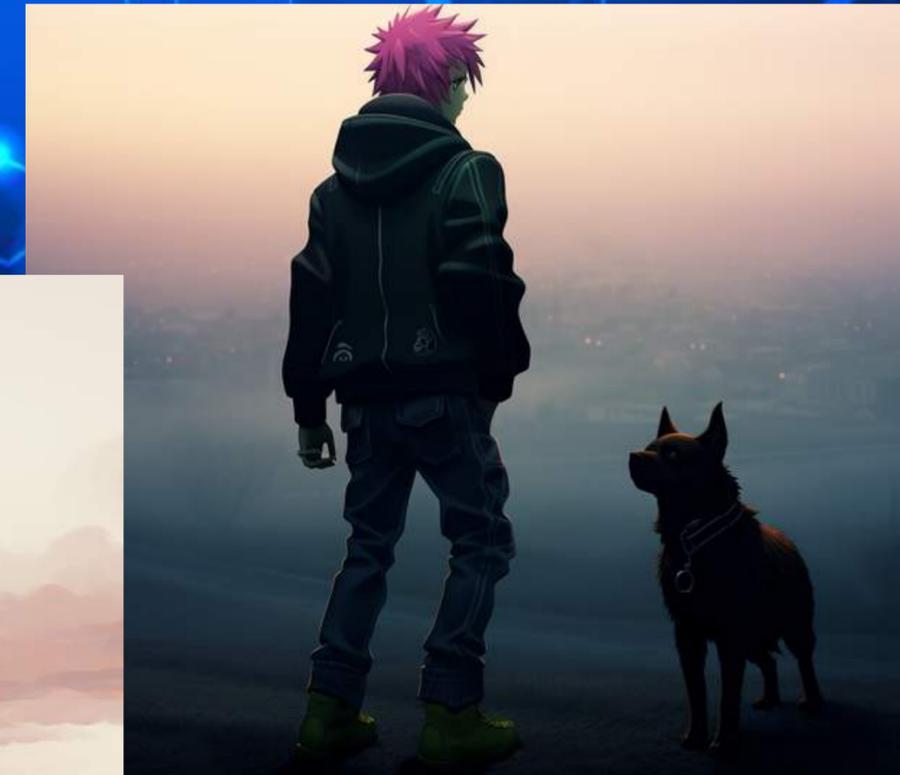
The Vary tools generate alternate versions that can help correct inconsistent details.

Use this to change details. Midjourney has three Vary options. Let's start with vary strong.

1. Turn on Remix mode with /prefer remix
2. Use Vary (Strong) to get very different variations
3. Review variations and look for ones that fix inconsistencies
4. Fine-tune prompt and rerun Vary if needed



walking a puppy



walking the dog

# Vary Improves Consistency

Vary (Subtle) is better for smaller tweaks vs major changes. You can still change the prompt before generating images. But the overall vibe will be similar.



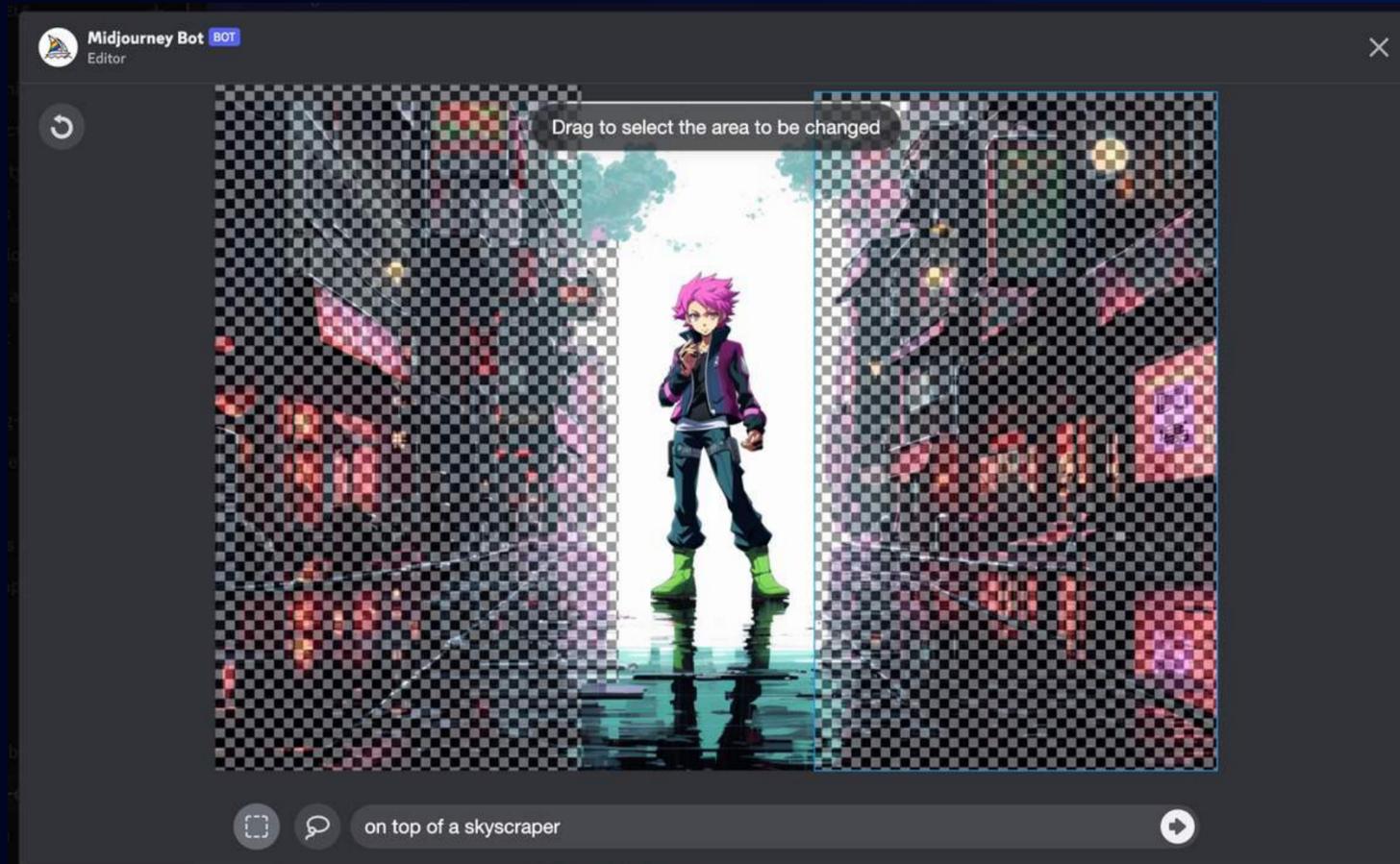
walking the dog



walking a puppy

# Fine-Tune Details

Use the Vary Region tool to fine tune the details of your character. Change clothes or background setting.



# Vary Region for Local Changes

Vary Region lets you generate variations focused on a specific part of the image. This is useful for localized tweaks.

1. Click the Vary Region button
2. Select the image region you want to change.
3. Generate variations of just that region.

You can modify clothing, accessories, facial expressions, body posing, or background details. Changes will be isolated within the selected region.

Vary Region enables precise tweaks to perfect your character's depiction.



Poodle

# New Pose/Activity

Midjourney may struggle if you're trying to prompt for body poses or activities that are significantly different from the reference images.

Try mocking-up a reference image that captures the new body pose.



flying???

# Create Mock-Up

Create a mock-up reference as guidance. Mock-ups illustrate the essence of the new pose without needing full realism.

It may be as simple as changing the image's orientation or adding a prop. The details don't have to be perfect. Just get the gist of the new pose or activity.

I've used Photoshop to create mock-ups. But simple mock-ups can be created in free programs like BeFunky.



Original reference image



quick Photoshop change



quick Photoshop change

/imagine  
<URL> anime  
teen with pink  
spiky hair flying

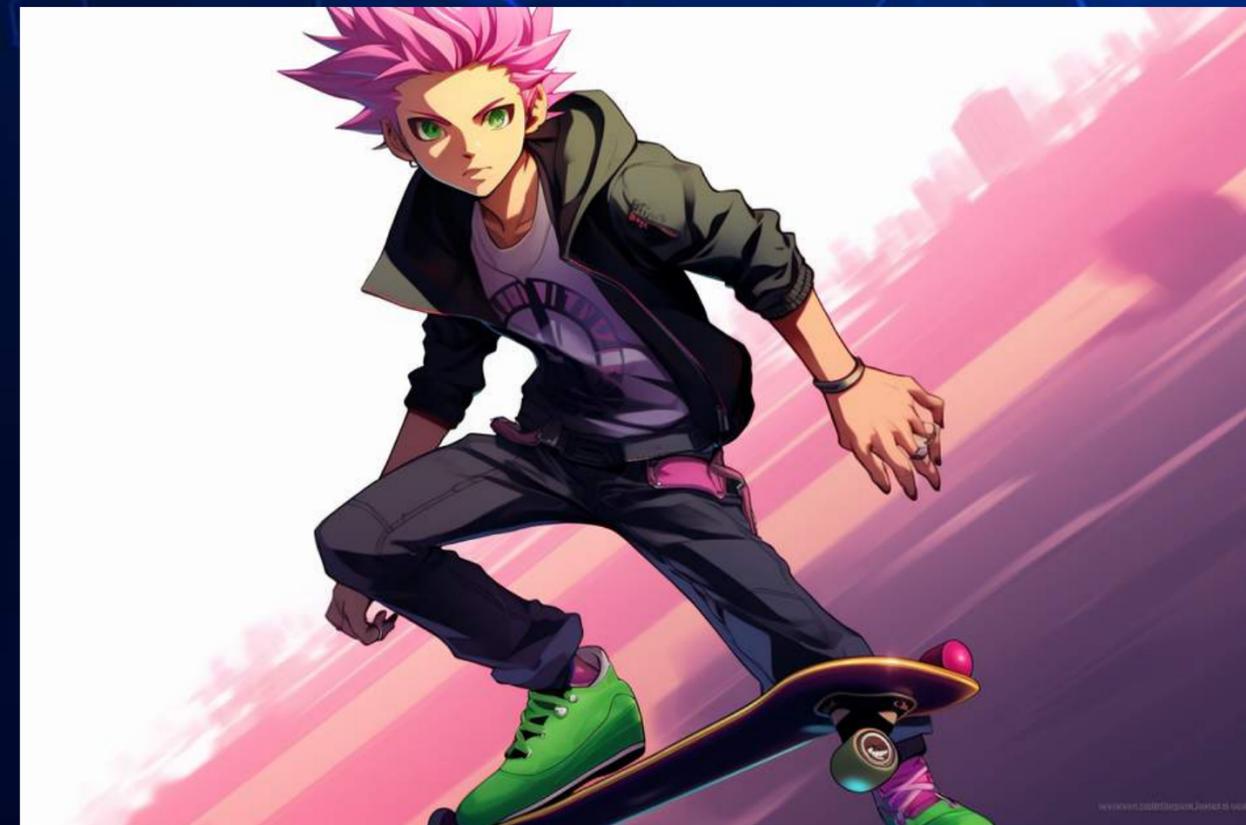
# Create Mock-Up

In your prompt, provide the mock-up along with your original character references.

This guides Midjourney in adapting the pose while maintaining visual consistency. Focus mock-ups on clear, proportional body positions rather than detailed backgrounds.

With practice, quick mock-ups can enable significant expressive changes.

```
/imagine  
<URL> anime teen with pink spiky hair  
skateboarding
```



# Recap Tips for Prompting

1. Use multiple reference images in prompt
2. Describe character features and style in prompt
3. Change minor details with Vary Region
4. Make new reference image (rough mock-up) for atypical activities or poses
5. Roll, re-roll and roll some more!



**Known Limitations**

# Prompting Multiple Characters

Having two characters interact and remain consistent currently is very difficult, if not impossible in the current version of Midjourney (5.2).

You may be able to prompt for multiple characters, but it will be difficult to move them into a different setting together. Midjourney will tend to blend the characters together.

Focus on each character separately. Or try following the steps in this guide and prompt for the character set as if it is one unit.



## YOU DID IT!

Kudos on navigating the complexities of creating consistent characters in Midjourney. Remember, storytelling isn't just about what happens, but who it happens to. Your character is your anchor, your constant in a sea of changing images.

Sure, it's not a one-click solution, Midjourney loves to throw you curveballs with each new prompt. You'll re-roll and tweak. But that's all part of the creative process.

Experiment, explore, and keep pushing those creative boundaries. If you're looking for more tips and how-tos, check out my YouTube channel, "Making the Photo."

Here's to a journey filled with character—yours!





Enjoy Creating!

MAKING  
*the*  
PHOTO