SKAB AI-BILLEDER TIL DIN MARKEDSFØRING & KOMMUNIKATION

(HVORDAN OG HVORFOR)

Hvad får du med hjem?

Inspiration og værktøjer
til at bruge AI-billeder
i dit daglige arbejde

Hvem har prøvet at skabe AI-billeder?

JA-Mål: Give jer værktøjerne til at skabe bedre AI-billeder (og bruge dem i flere sammenhænge)

NEJ-Mål: Give jer inspiration til at komme i gang

Der er ingen grund til at tage billeder

Jeg kommer til at vise rigtig mange eksempler (inklusiv prompts)

I kan få tilsendt slides efterfølgende

Det skal vi igennem

- Introduktion til AI-billeder
- Hvorfor bruge AI-billeder
- Indvendinger mod AI-billeder
- Jura og etik
- Opbygning af en god prompt
- Unikke funktioner i Midjourney

Hvem er jeg?

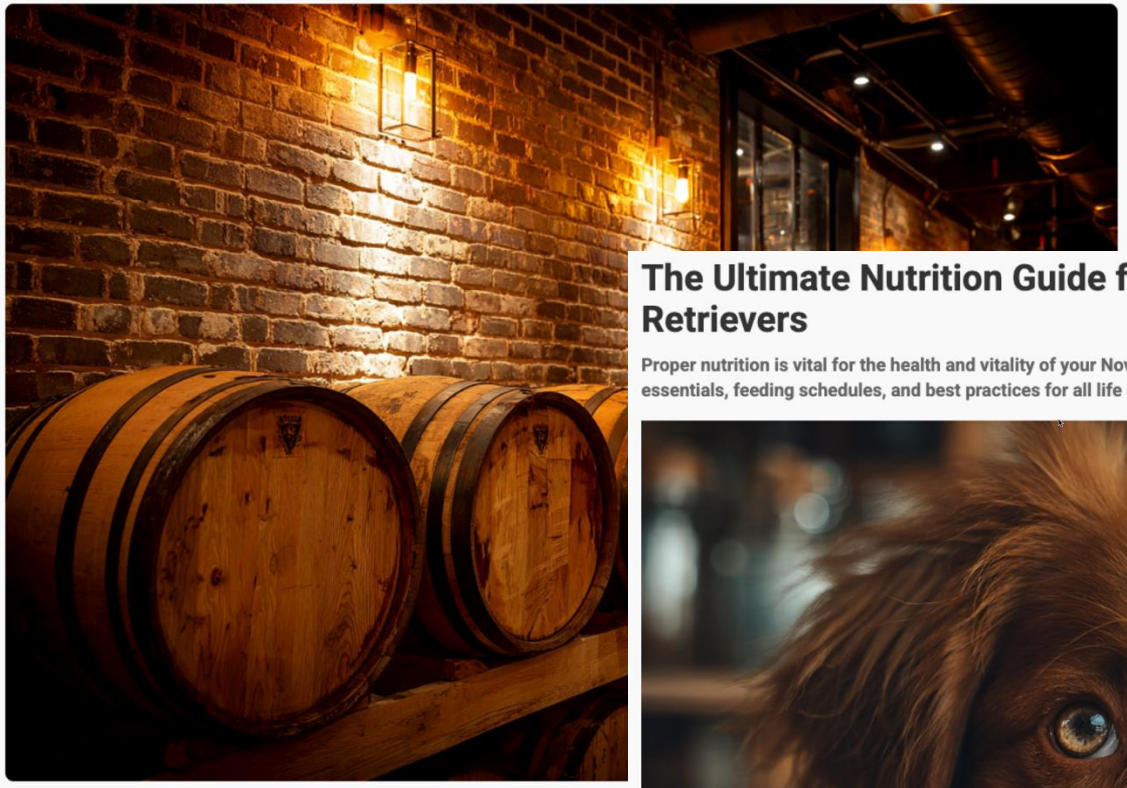
- Har arbejdet med online marketing i 15+ år
- Glad amatørfotograf
- IKKE designer
- Startede med AI-billeder i september 2022
- Blevet til 40.000+ billeder i Midjourney

Hvem er jeg?

- Har arbejdet med online marketing i 15+ år
- Glad amatørfotograf
- IKKE designer
- Startede med AI-billeder i september 2022
- Blevet til 40.000+ billeder i Midjourney

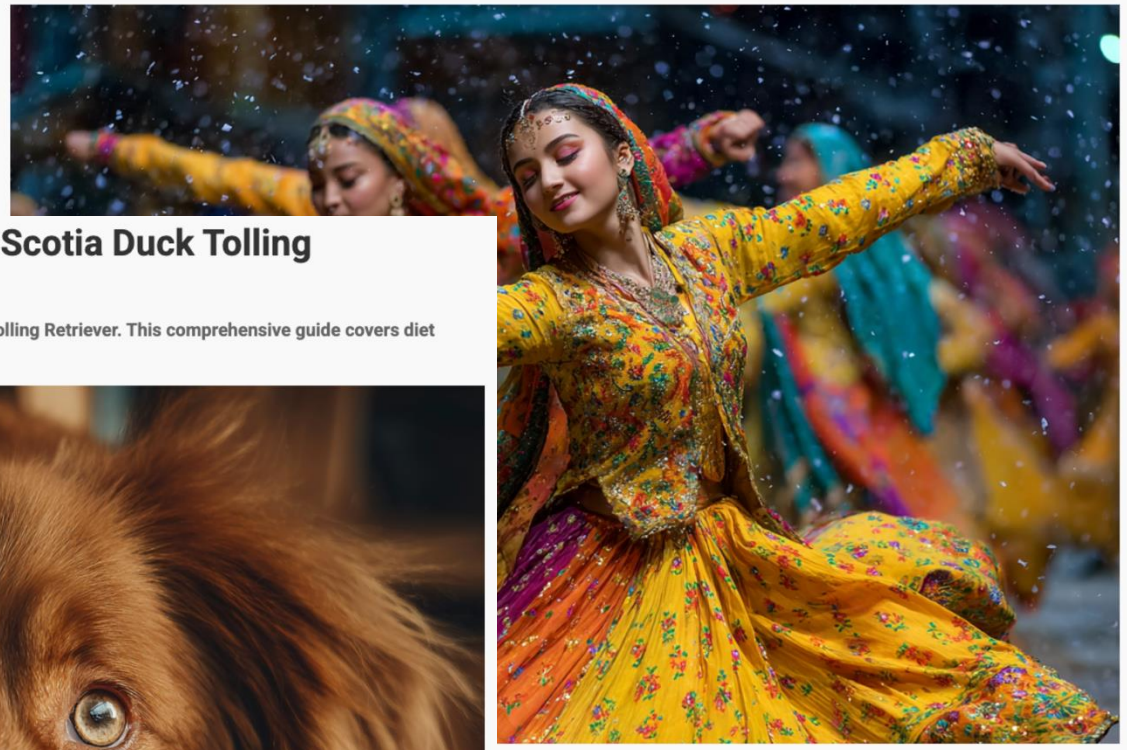
Aging Beer in Oak Barrels: Techniques and Flavor Benefits

Oak barrels are synonymous with rich, complex wood-aged beers. This article discusses why oak is preferred, the aging techniques employed, and how this classic wood imparts signature flavors that elevate your beer experience.



Exploring Tansen's Cultural Festivals: A Vibrant Celebration of Tradition

Celebrate with the locals! Learn about the most important festivals in Tansen, their origins, activities, and how you can participate to experience Nepalese culture up close.



The Ultimate Nutrition Guide for Nova Scotia Duck Tolling Retrievers

Proper nutrition is vital for the health and vitality of your Nova Scotia Duck Tolling Retriever. This comprehensive guide covers diet essentials, feeding schedules, and best practices for all life stages.

Værktøjer til AI-billeder

KIG EFTER:

God billedkvalitet

God prompt-forståelse

Brugervenlighed

Funktioner

Det rette værktøj til opgaven

De mest populære værktøjer

Midjourney

Nano Banana (Google)

Sora (OpenAI)

photo of a monkey in a zoo, selling bananas,
sign with the text "MONKEY BUSINESS" in the background

Mine foretrukne værktøjer

Midjourney

AI billedgenerering

Nano Banana

AI redigering

Den vilde udvikling

~~photo of~~ a woman, wearing sunglasses and ~~a white t-shirt~~ with a palm and ~~the text "Midjourney"~~, ~~riding a motorcycle~~ in a jungle, ~~dust in the background~~, front view shot, dappled lighting

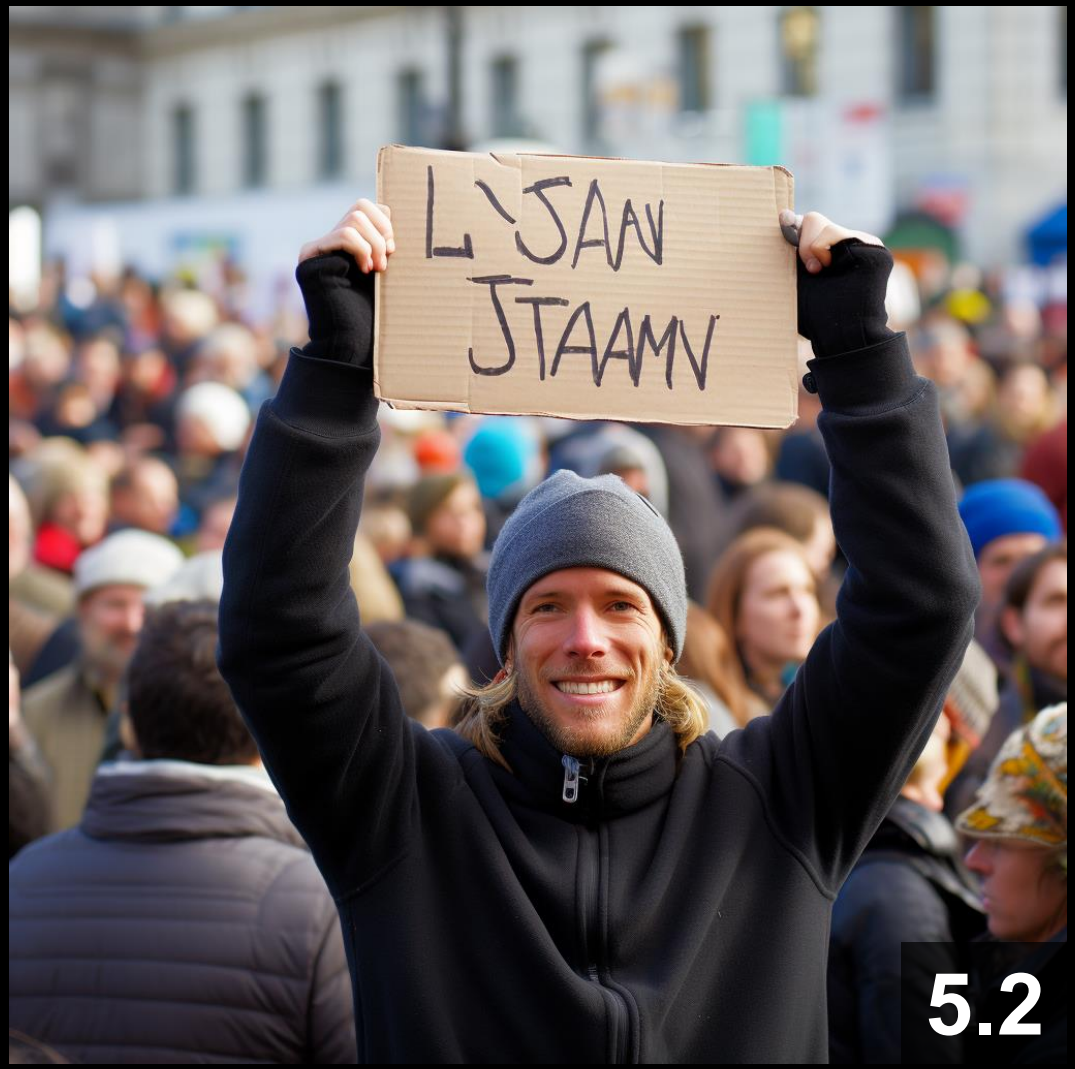
Den vilde udvikling

photo of a woman, wearing sunglasses and a white t-shirt with a palm and the text "Midjourney", riding a motorcycle in a jungle, dust in the background, front view shot, dappled lighting

Tidligere Midjourney problemer er (næsten) løst

Hænder

Tekst



5.2

7.0

Tekst

Write "Jeg kan skrive meget lange tekster på et skilt" on the sign

Diversitet

photo of a doctor

Diversitet

photo of a ceo

Diversitet

photo of a **female** ceo

Hvem har prøvet at bruge Midjourney?

”Midjourney er svært at bruge”

Midjourney

announcements 27
status
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SUPPORT
billing-support
trial-support
support

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newbies-141

NEWCOMER ROOMS 4
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CHAT
discussion
philosophy
prompt-craft
off-topic

FEEDBACK
ideas-and-features
bug-reporting
ai-mod-bugs

COMMUNITY FORUMS

1 NEW MENTION

MortenElm
Online

newbies-141 | Bot room for new users. Type /imagine then describe what you want to draw. See https://docs.midjourney.com/ for more information

Search

U1 U2 U3 U4
V1 V2 V3 V4

APP Midjourney Bot cartoon bear and penguin hugging at the north pole on a beautiful sunny day - @Manuel (fast)

Midjourney Bot APP Today at 11.58

cartoon bear and penguin hugging at the north pole on a beautiful sunny day --v 6.1 - @Manuel (fast)

U1 U2 U3 U4
V1 V2 V3 V4

Message #newbies-141

Midjourney

What will you imagine?

- Explore
- Create
- Edit
- Personalize
- Moodboards
- Organize
- Chat
- Tasks

Today

photo of a woman

style raw v 7

photo of an urban city

ar 16:9 style raw v 7

Rerun Use Hide More

photo of a desert

ar 4:3 style raw v 7

- Help
- Updates
- Light Mode

mortenelm

Hvorfor bruge AI-genererede billeder?

Undgå stock photos

Undgå fotografer & designere

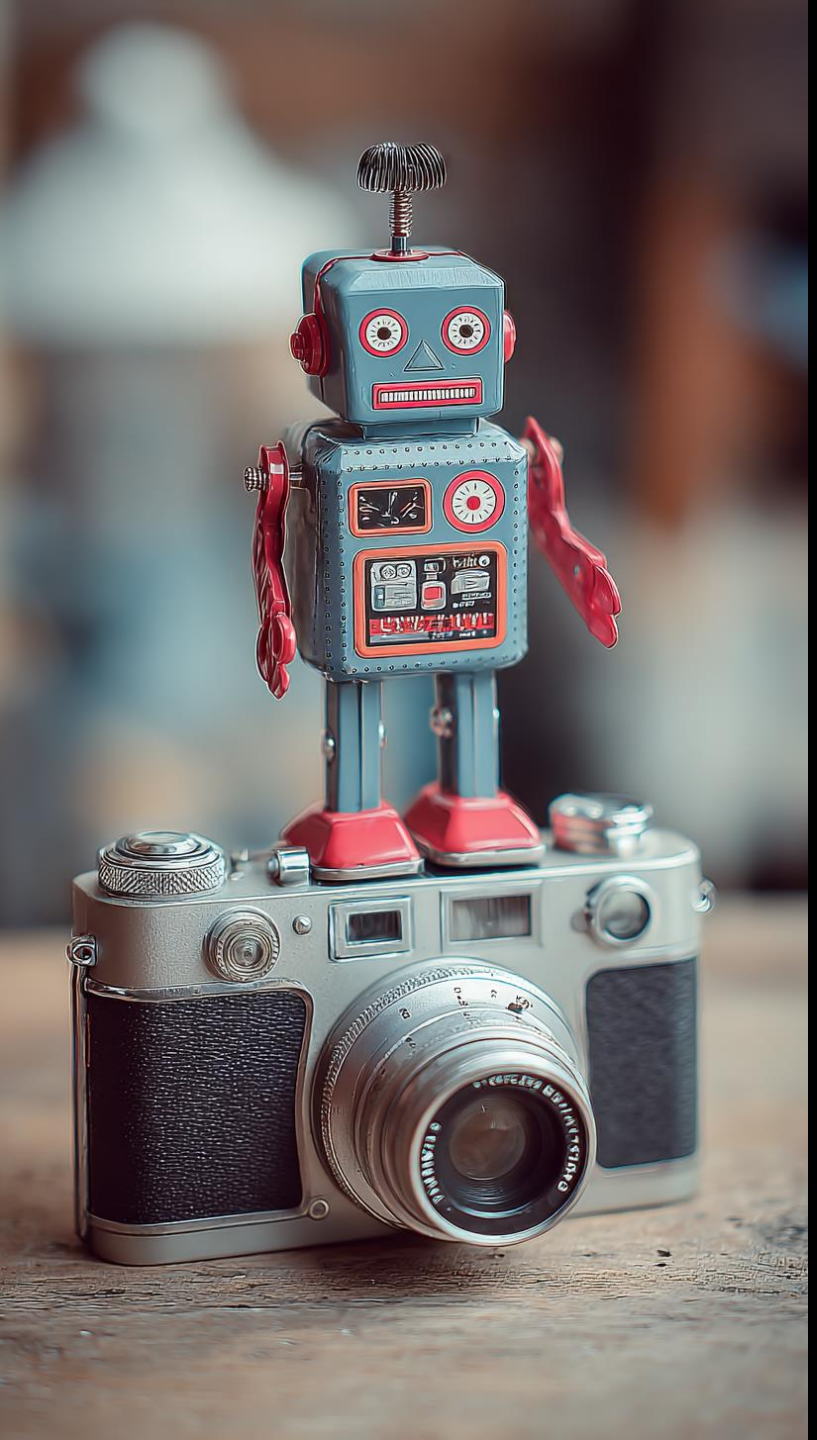
Skil dig ud fra konkurrenterne

Få kontrol over udtrykket

Derfor skal du bruge AI-billeder!

Skabe 100 % unikke billeder,
der er skræddersyet til dit brand og budskab

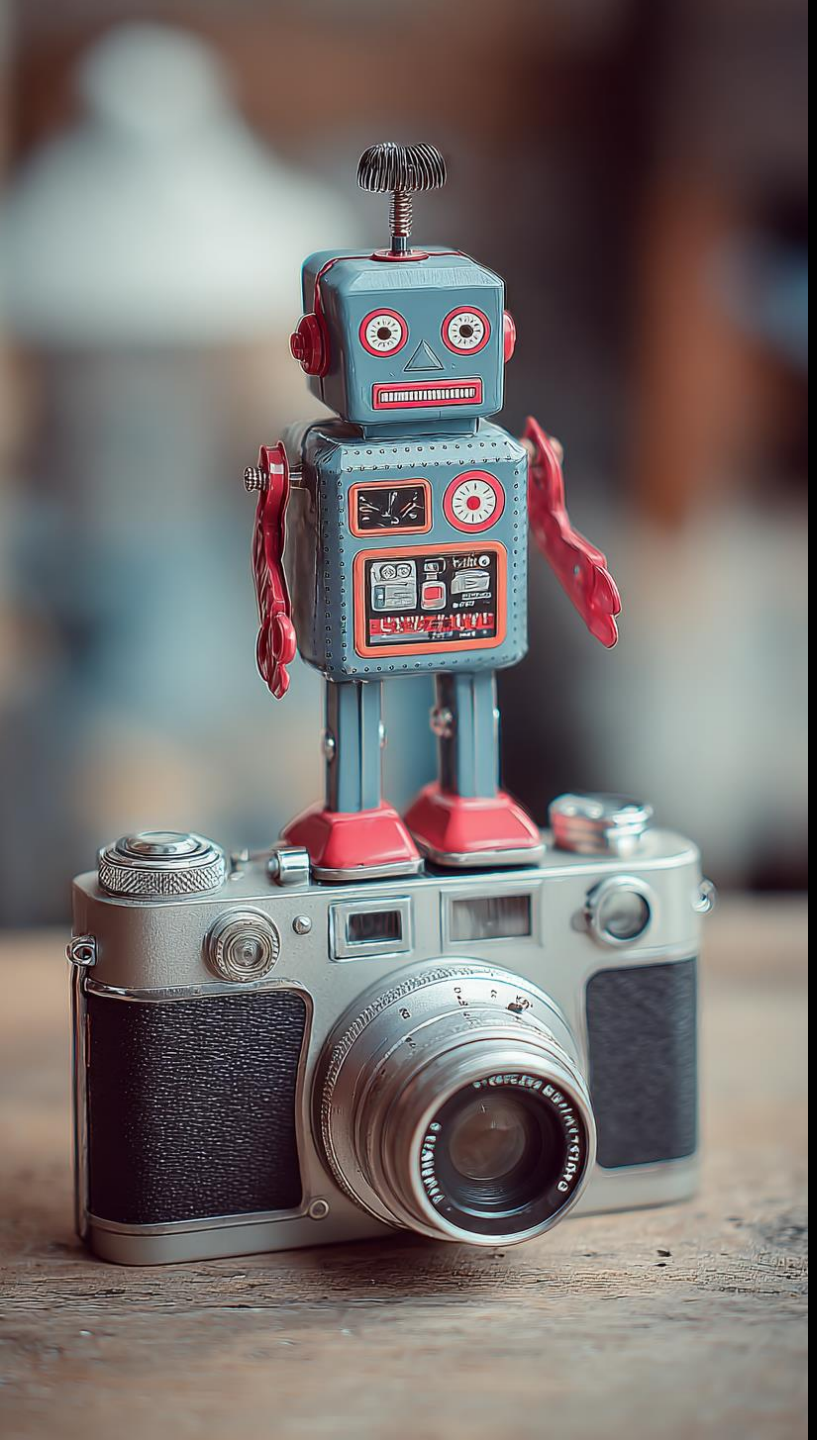
Samtidig med at du sparer både tid og penge



AI vs. kamera

AI og traditionelle kameraer er begge bare værktøjer til at skabe billeder

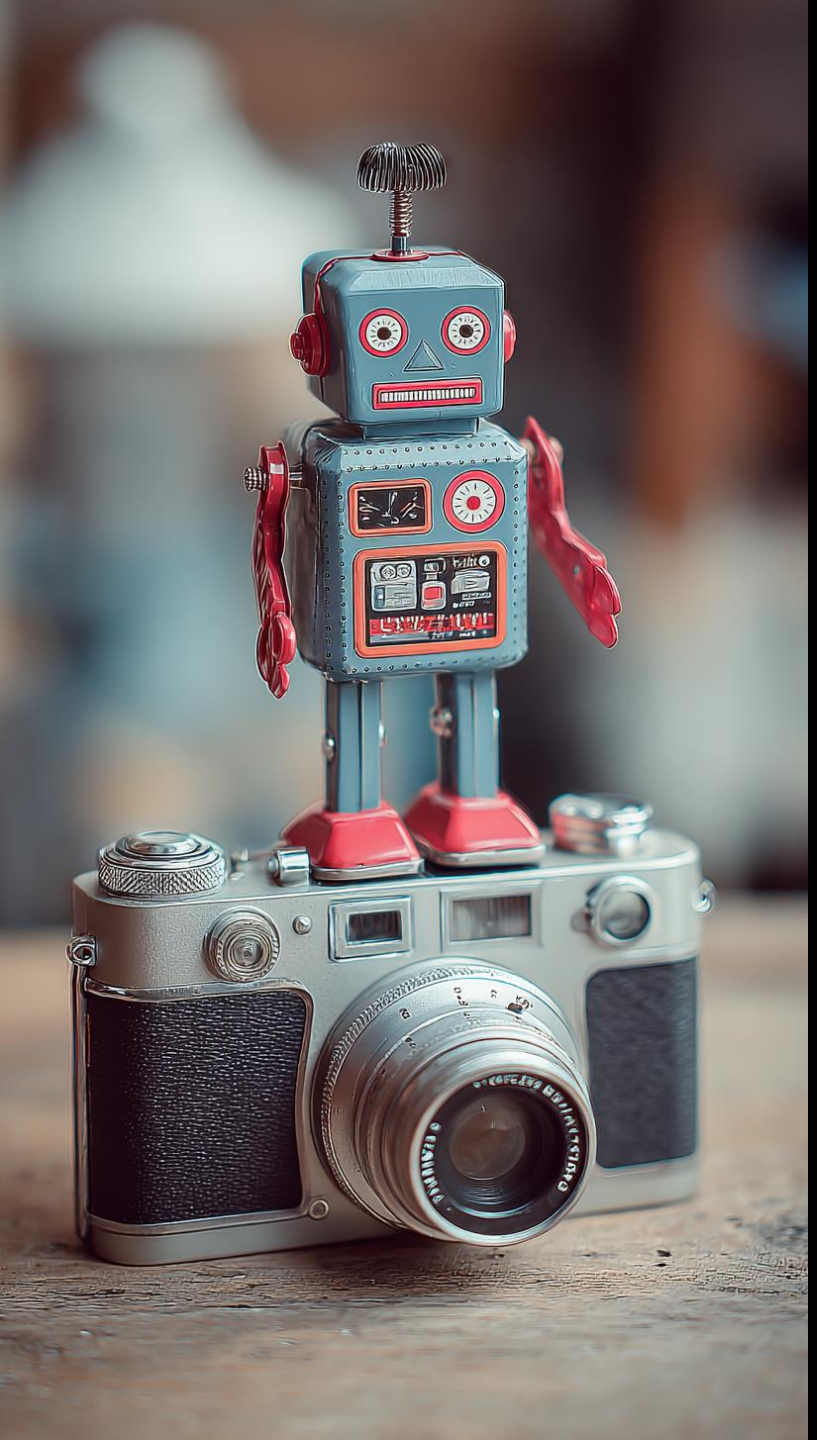
Forskellen er, at AI kræver mindre teknisk viden



AI vs. kamera

Nemmere at fokusere på det den kreative del

Det er den kreative del, der er afgørende for, om et billede er interessant eller ej



AI vs. kamera

Jeg giver dig inspiration og teknikker til at skabe AI-billeder

Den kreative del må du selv stå for

Video

Jeg kan ikke bruge AI-billeder fordi...

Måske findes det allerede!

photo of a man and a dog, in a forest, sunset

Måske findes det allerede!

photo of a man and a dog, in a forest, sunset

AI-billeder ser polerede ud!

photo of a young couple

photo of a young and ordinary couple, posted in an online forum, disposable camera --weird 300

Regler & Jura

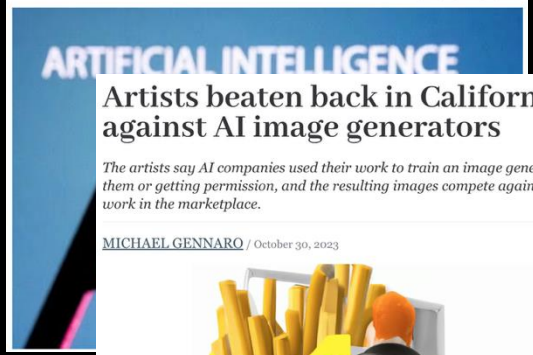
Gode råd fra
en ikke-advokat

Copyright

Artists take new shot at Stability, Midjourney in updated copyright lawsuit

By Blake Brittain

November 30, 2023 8:47 PM GMT+1 · Updated 2 months ago



STABLE DIFFUSION GOES TO COURT —

Artists file class-action lawsuit against AI image generator companies

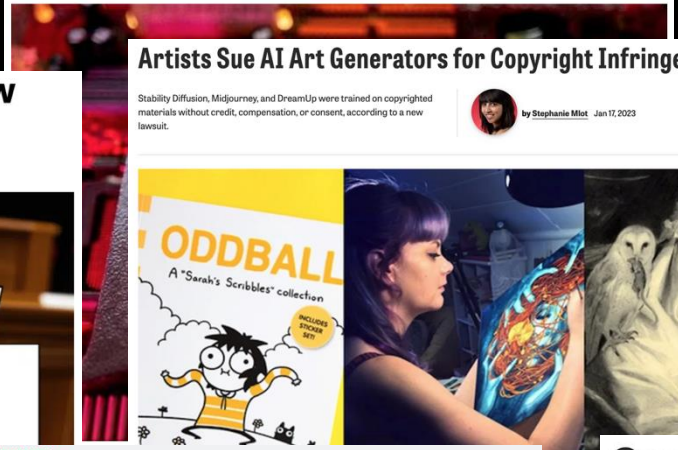
Suit seeks damages from Stability AI, Midjourney, and DeviantArt.

BENJ EDWARDS - 1/17/2023, 12:36 AM

Judge pares down artists' AI copyright lawsuit against Midjourney, Stability AI

By Blake Brittain

October 30, 2023 10:53 PM GMT+1 · Updated 2 months ago



AI-Created Images Aren't Protected By Copyright Law According To U.S. Copyright Office

Matt Novak Senior Contributor ©

FOIA reporter and founder of Paleofuture.com, ...d opinion on every aspect of...

Follow

Feb 22, 2023, 08:34pm EST

Artists beaten back in California lawsuit against AI image generators

The artists say AI companies used their work to train an image generator, without paying them or getting permission, and the resulting images compete against the human artists' work in the marketplace.

MICHAEL GENNARO / October 30, 2023

Artists Attack AI: Why The New Lawsuit Goes Too Far

by Aaron Moss · January 23, 2023

Artists Sue AI Art Generators for Copyright Infringement

Stability Diffusion, Midjourney, and DreamUp were trained on copyrighted materials without credit, compensation, or consent, according to a new lawsuit.

by Stephanie Mlot Jan 17, 2023

What the latest US court ruling means for AI-generated art's copyright status

A judge said the absence of a "guiding human hand" disqualified the AI-generated image from copyright protection, but other generative art may still qualify

Amid Multiple Lawsuits, OpenAI Says Creating A.I. Would Be 'Impossible' Without Copyrighted Material

The A.I. developer is starting to hit back at its critics in the hopes of defending its business model.

Jo Lawson-Tancred, January 9, 2024

THEATER OF THE MIND —

US rejects AI copyright for famous state fair-winning Midjourney art

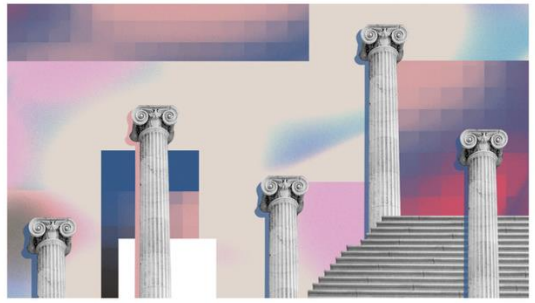
Controversial AI art piece from 2022 lacks human authorship required for registration.

BENJ EDWARDS - 9/11/2023, 5:12 PM

Generative AI Has an Intellectual Property Problem

by Gil Appel, Juliana Neelbauer, and David A. Schweidel

April 07, 2023



Der gælder de samme regler

Etik

Skal jeg deklarere mine AI-billeder?

Markedsføring: NEJ

Nyhedsbillede: JA

EU AI Act

AI-billeder skal have maskinlæsbar markering

Deep fakes skal yderligere markeres tydeligt overfor modtageren

Undtagelser: kunst, satire, åbenlyst AI, markant menneskelig redigering, kun dele af billedet, …

Træder i kraft 2. august 2026

Hav styr på både regler og etik

Sådan skaber du flotte og iøjnefaldende billeder

Simpel prompt

Simpel prompt = tilfældigt resultat

Tilfældigt resultat = lille kontrol

a man sitting in an armchair

Detaljeret prompt

Detaljeret prompt = stor kontrol

photo of a 20 year old man sitting in a red armchair, nordic look, smiling, looking at the camera, wearing a green suit, large window in the background, trees outside the window, golden hour, low angle view

Simpel vs. detaljeret prompt

photo of a man, riding a bike

photo of a man, riding a bike, happy

photo of a man, riding a bike, happy, in the countryside

photo of a man, riding a bike, happy, in the countryside, autumn

photo of a man, riding a bike, happy, in the countryside, autumn, rain

photo of a man, riding a bike, happy, in the countryside, autumn, rain, backlit

photo of a man, riding a bike, happy, in the countryside, autumn, rain, backlit, worm’s eye view

photo of a man, riding a bike, happy, in the countryside, autumn, rain, backlit, worm’s eye view, gopro camera

photo of a man, riding a bike, happy, in the countryside, autumn, rain, backlit, worm’s eye view, gopro camera

Hvad gør Midjourney unik?

Style Reference

product photo of a bottle of perfume, earth colors

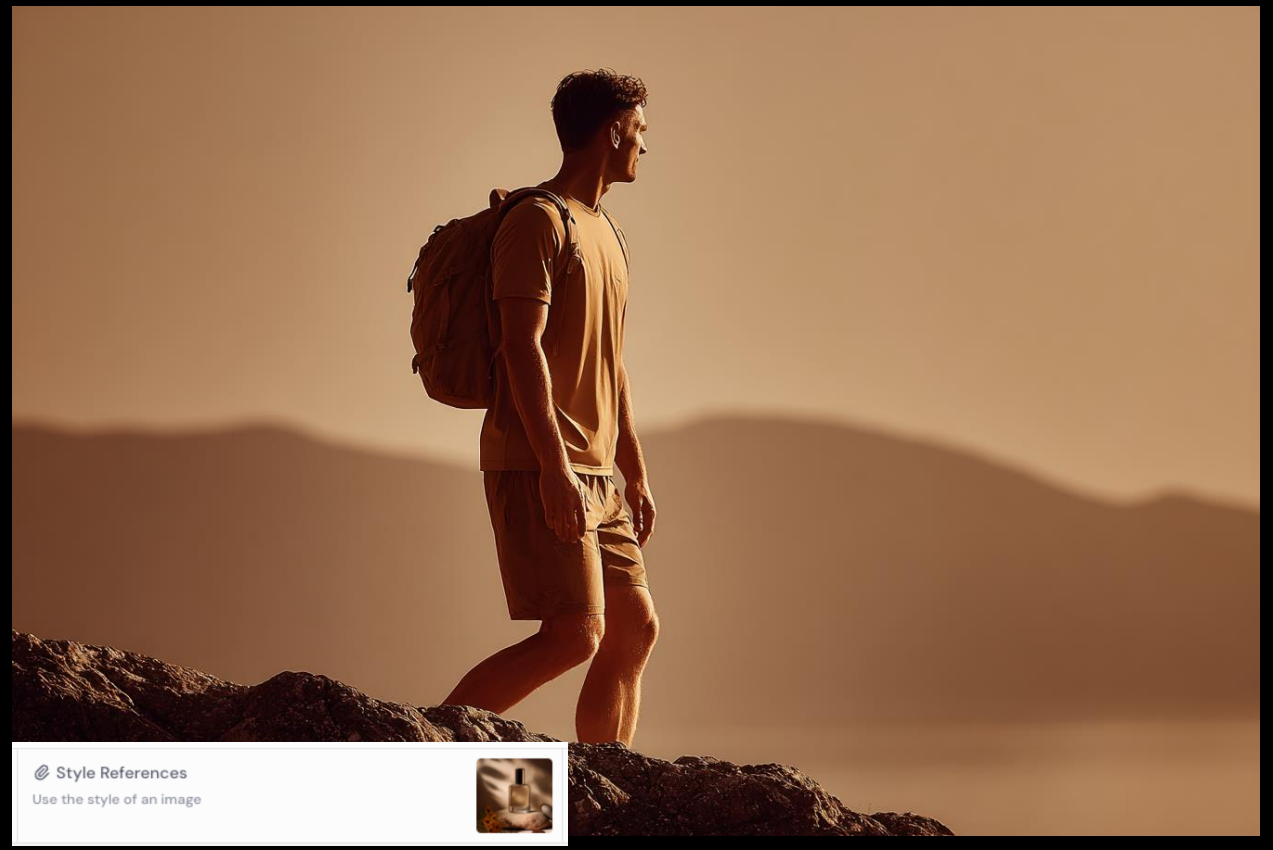
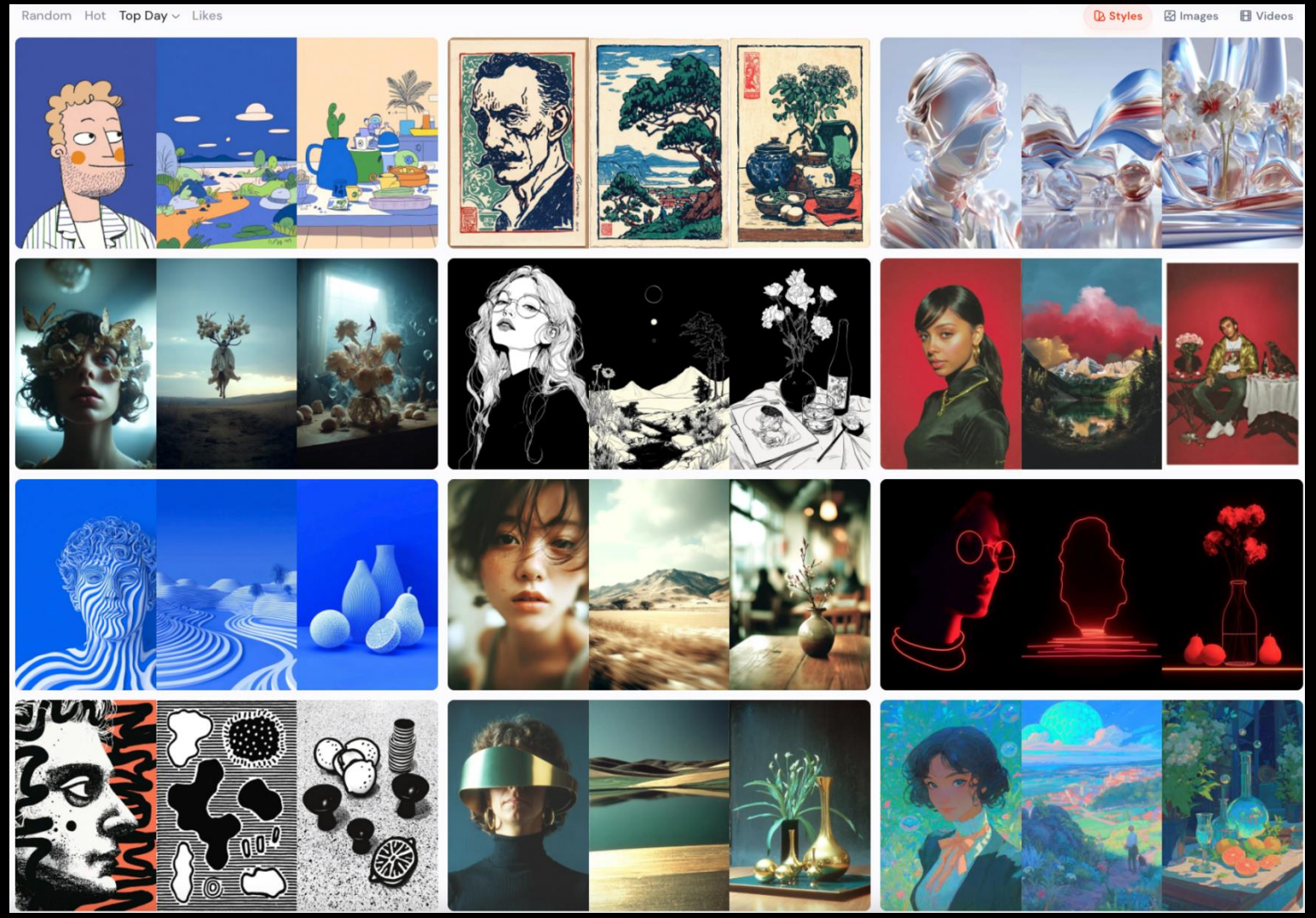


photo of a man hiking, mountains in the background

Style Explorer



Style Explorer

photo of a man hiking
in the mountains
--sref 3490155107

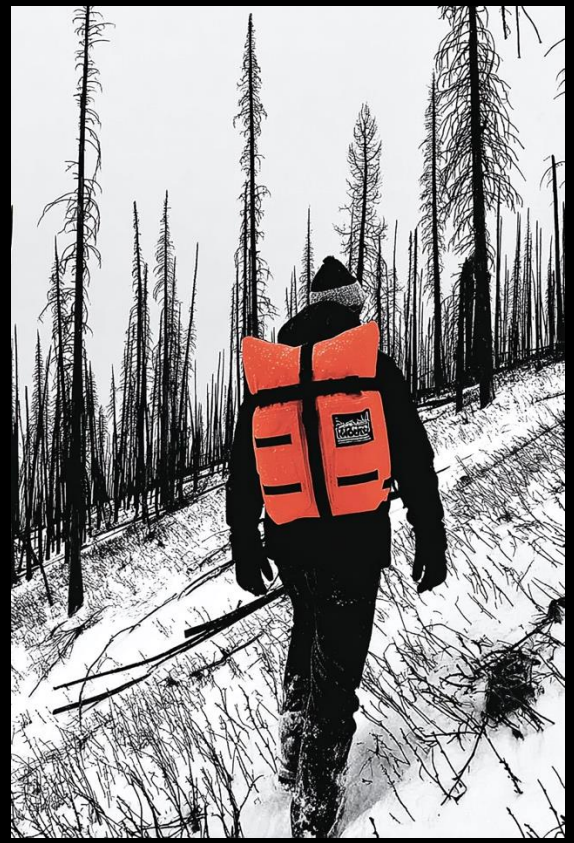


photo of a man hiking
in the mountains
--sref 4164996227

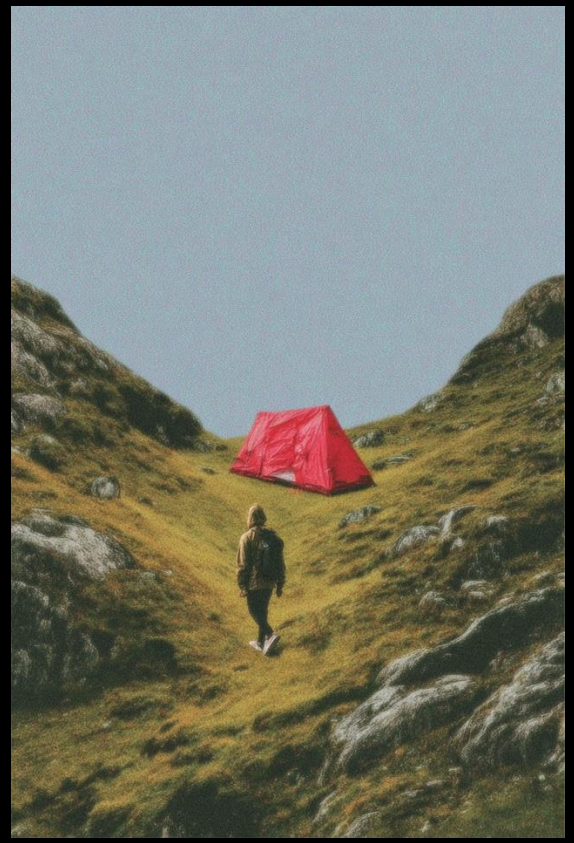


photo of a man hiking
in the mountains
--sref 2435128353

photo of a man hiking
in the mountains
--sref 2628985118

Style Explorer

illustration of a man hiking
in the mountains
--sref 3490155107

illustration of a man hiking
in the mountains
--sref 4164996227

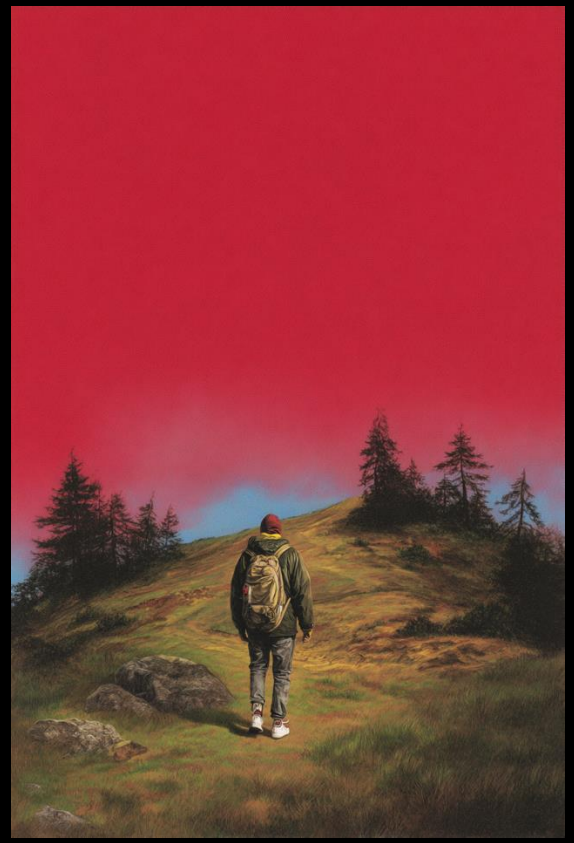


illustration of a man hiking
in the mountains
--sref 2435128353

illustration of a man hiking
in the mountains
--sref 2628985118

Style Reference Nummer

illustration of a man hiking in the mountains
--sref 4099419467

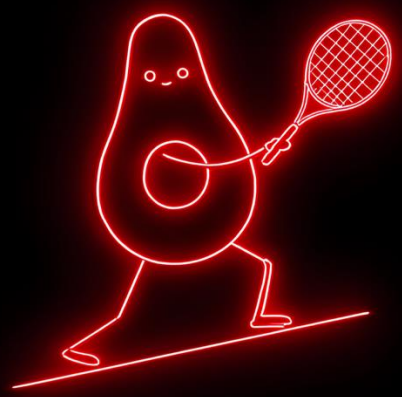
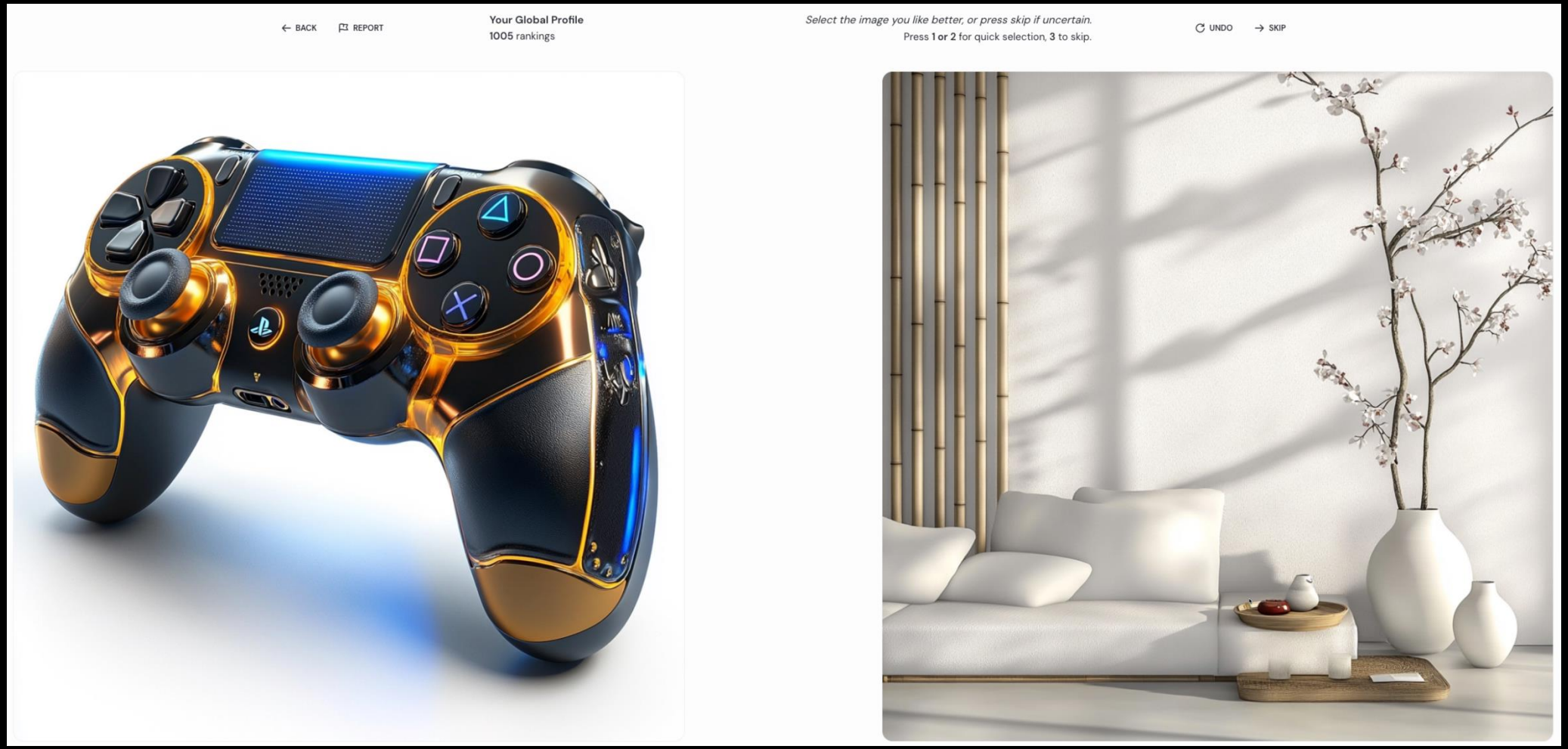


illustration of an avocado playing tennis
--sref 4099419467

illustration of a woman riding a motorcycle in an urban city
--sref 4099419467

illustration of a doctor
--sref 4099419467

Personificering



Personificering

photo of a man sitting in a chair

photo of a man sitting in a chair
--profile bpo8w88

Moodboard

Moodboard

photo of a man hiking
in the mountains
--profile pm49kel

avocado playing tennis,
pixar style
--profile pm49kel

photo of a woman, wearing
sunglasses and a white t-shirt […]
--profile pm49kel

Moodboard

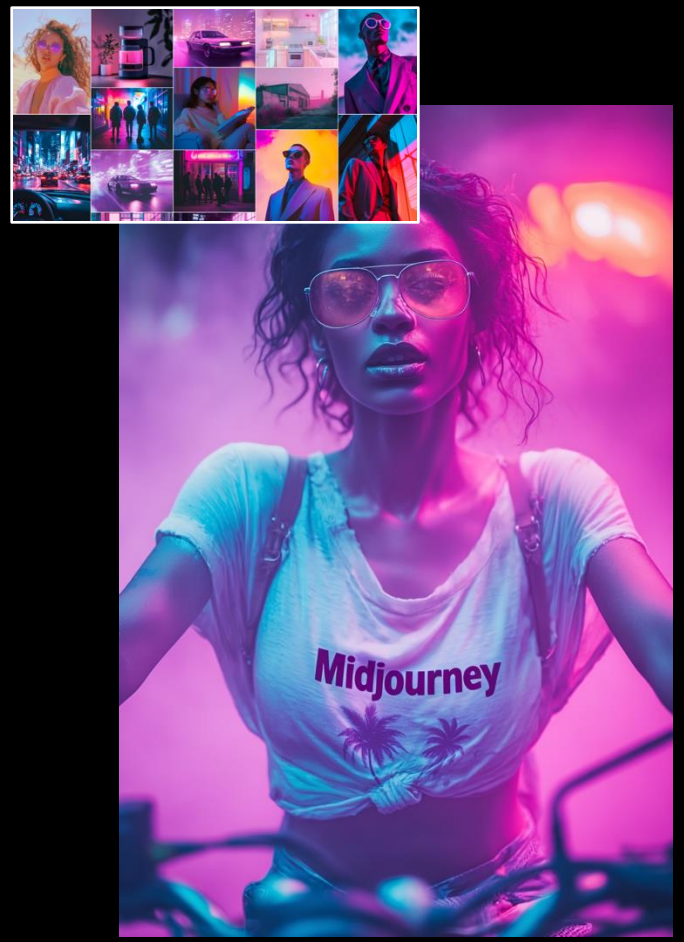


photo of a woman, wearing sunglasses and a white t-shirt […] --profile m7267801743650455573

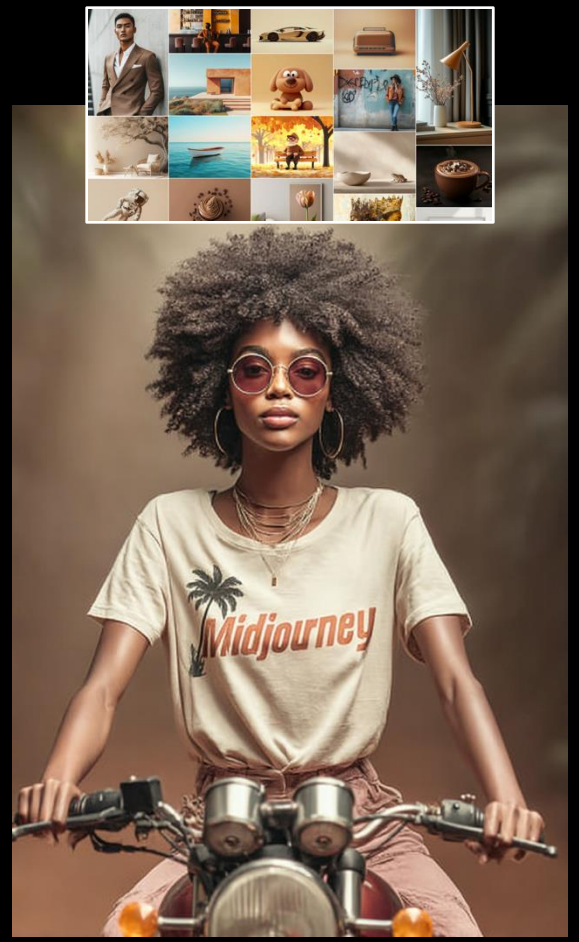


photo of a woman, wearing sunglasses and a white t-shirt […] --profile m72787530914432286 95

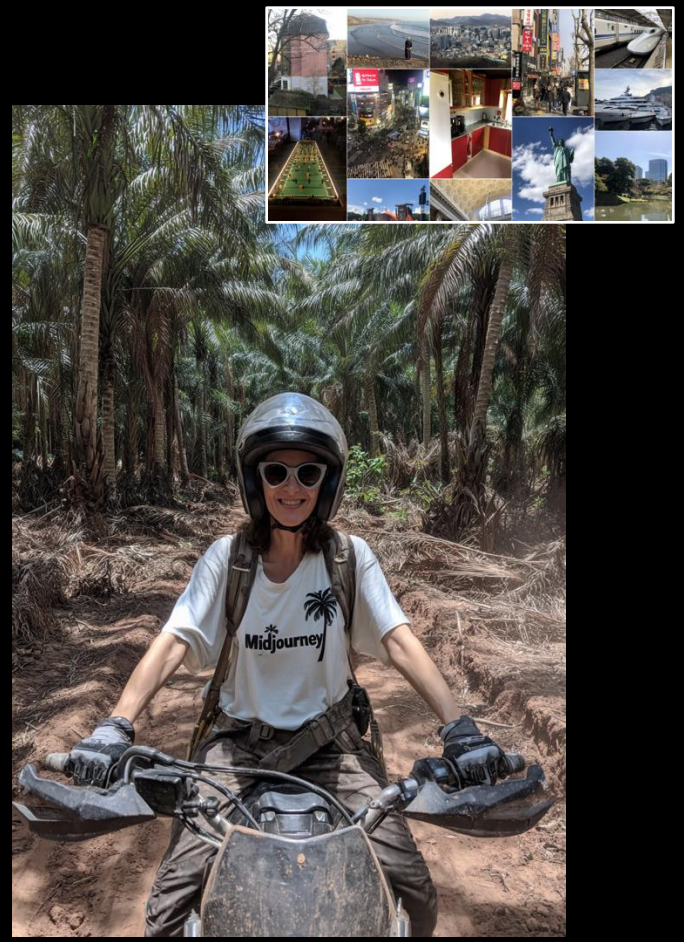


photo of a woman, wearing sunglasses and a white t-shirt […] --profile m7283438266001391640

Omni Reference

photo of a man wearing a business suit, blond hair

photo of a man in a nightclub, wearing a leather jacket

photo of a man hiking in the mountains, wearing outdoor clothes

Omni Reference

product photo of t-shirt
with an astronaut

photo of a man wearing a
t-shirt with an astronaut, blond hair

Omni Reference

product photo of t-shirt
with an astronaut

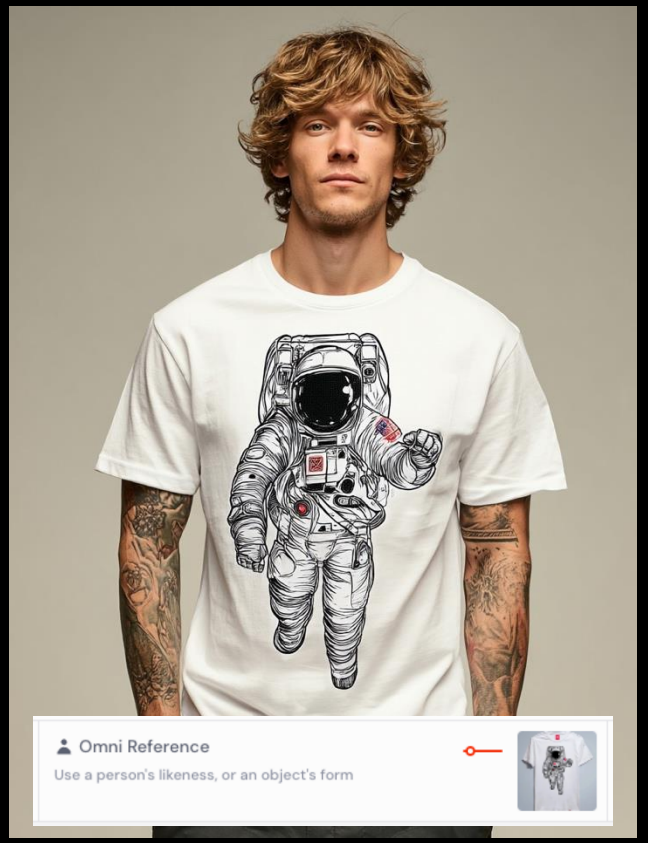


photo of a man wearing a
t-shirt with an astronaut, blond hair

Omni Reference

product photo of t-shirt
with an astronaut

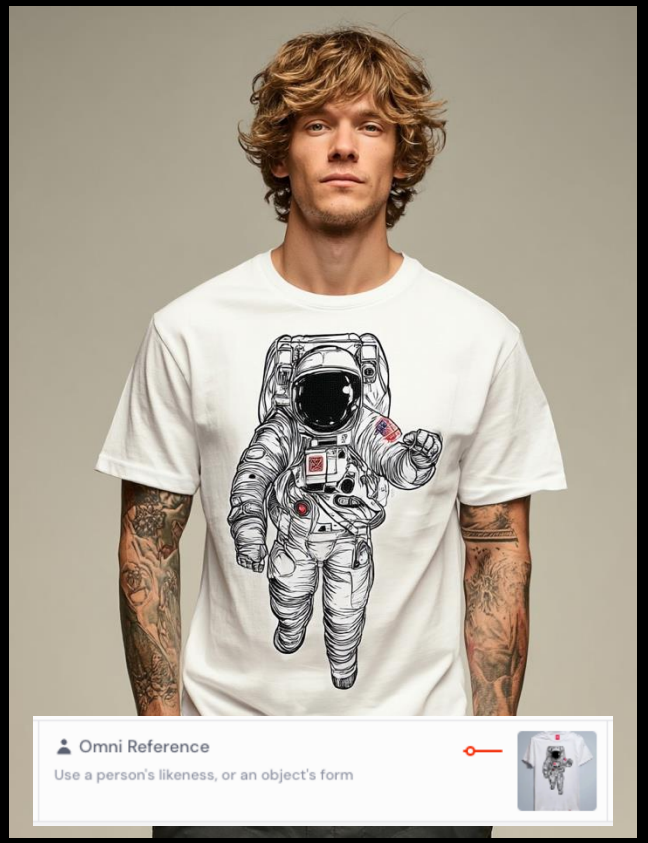


photo of a man wearing a
t-shirt with an astronaut, blond hair

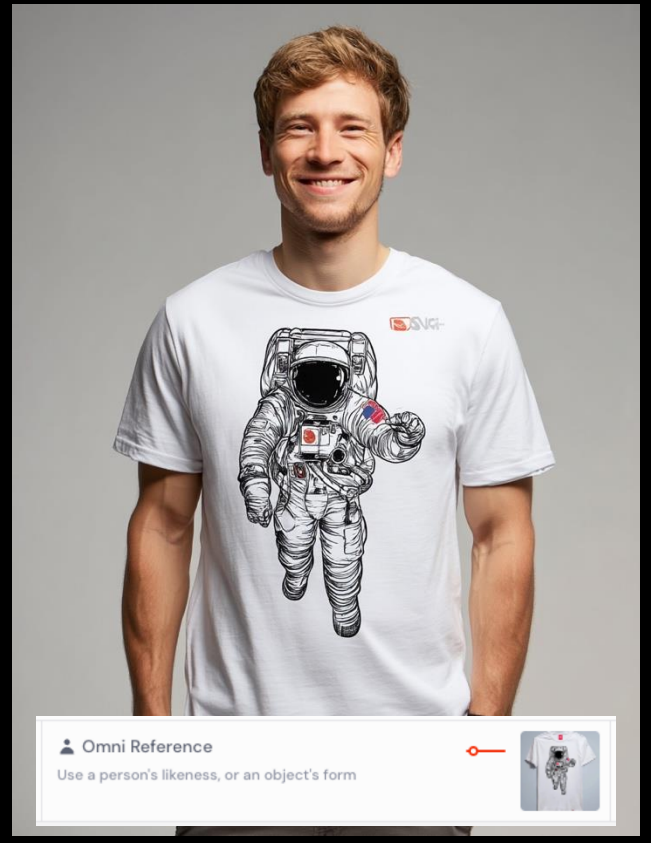
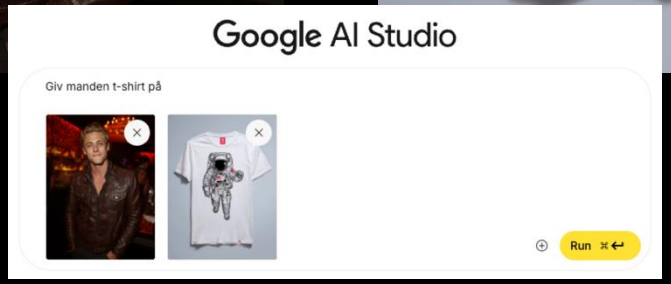
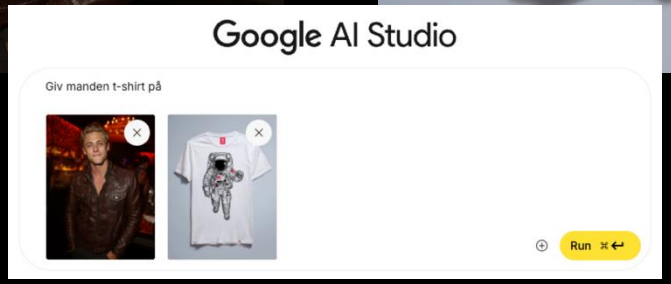


photo of a man wearing a
t-shirt with an astronaut, blond hair

Midjourney + Nano Banana



Midjourney + Nano Banana



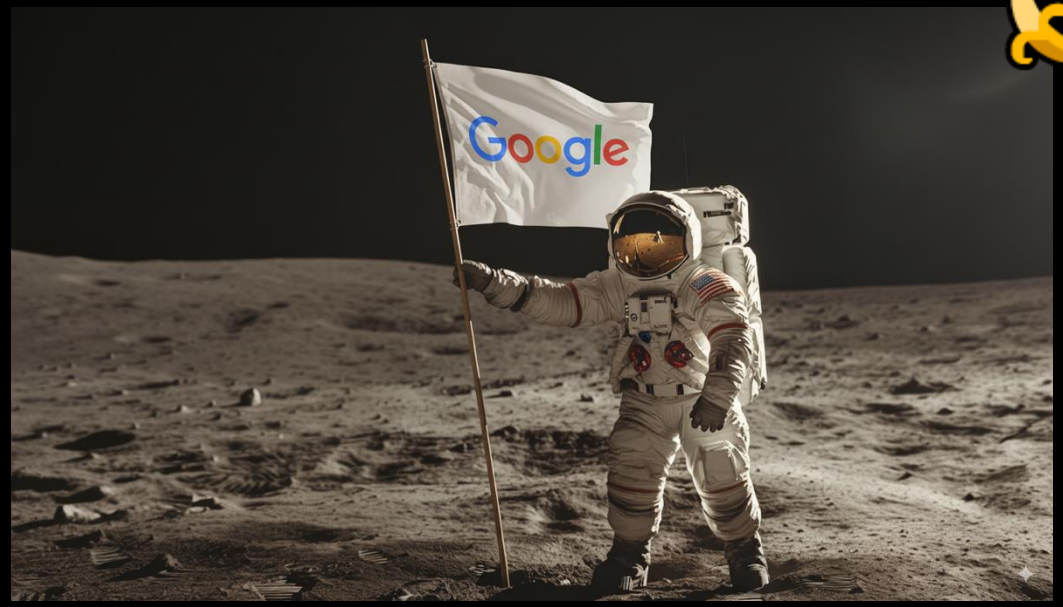
Omni Reference

Midjourney + Nano Banana

Midjourney + Nano Banana

Google

Google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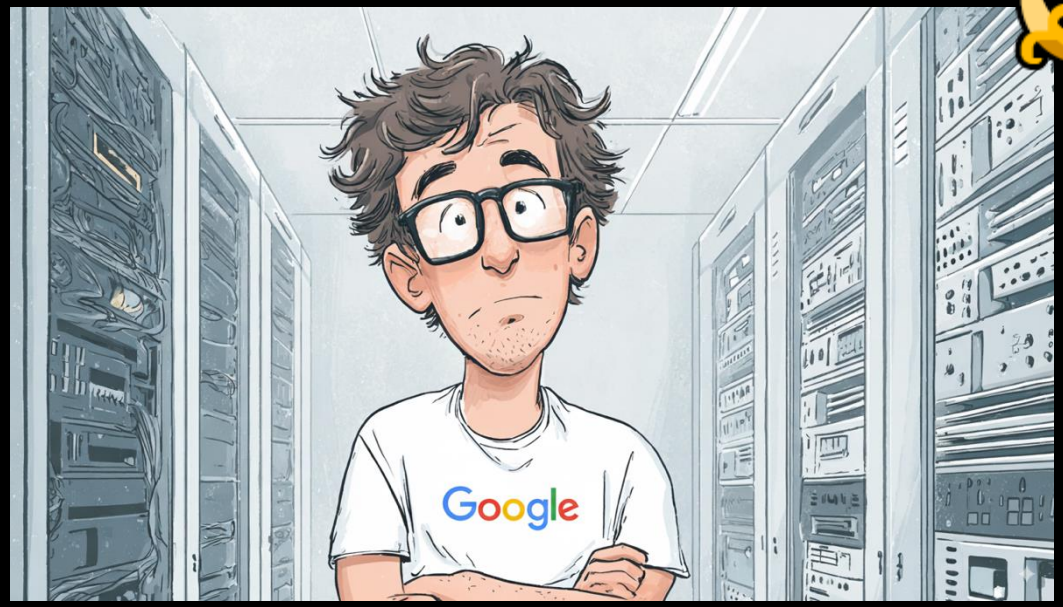
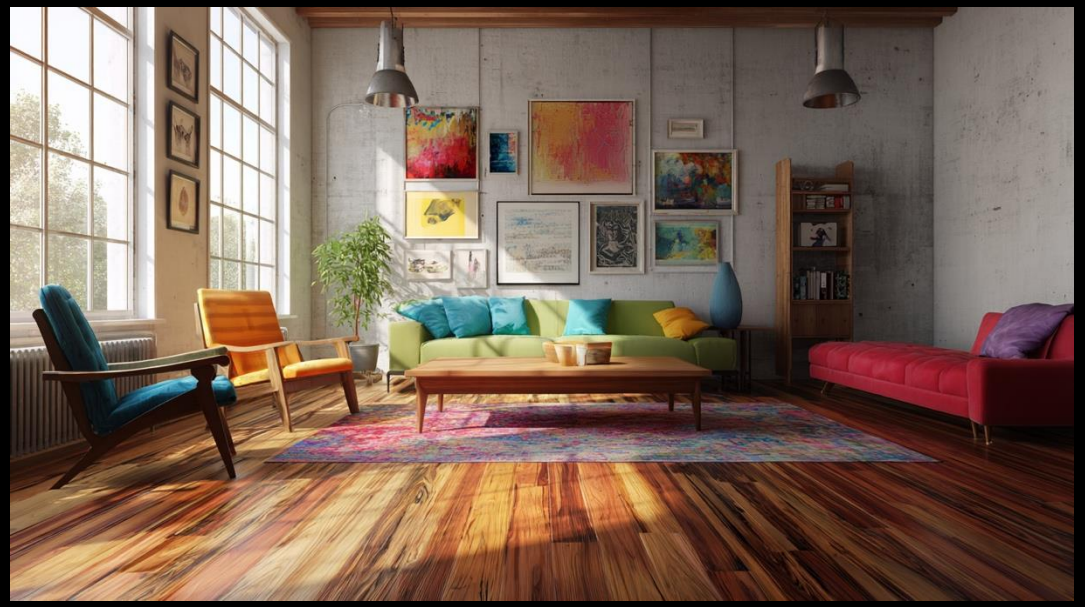
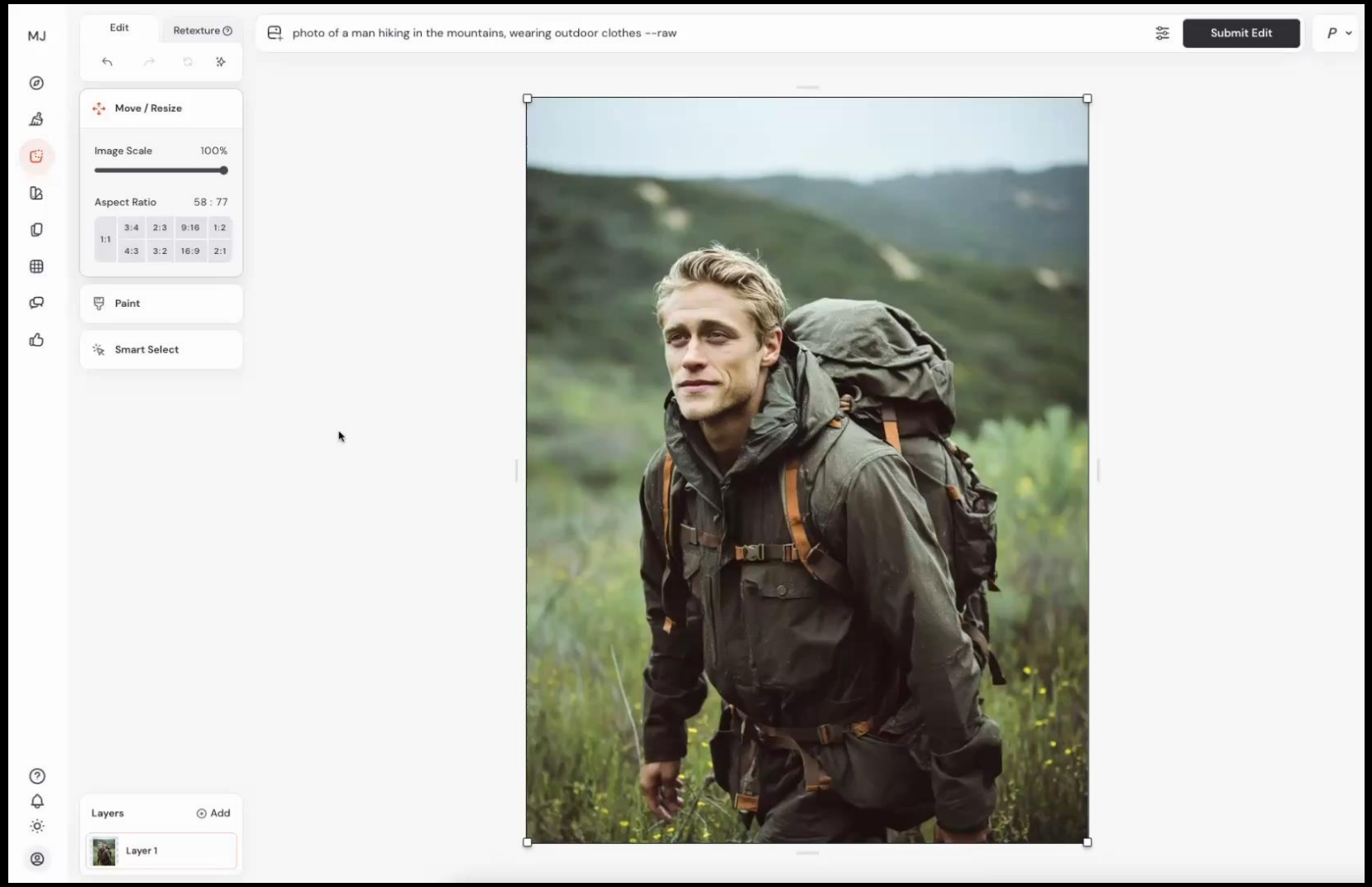

Google

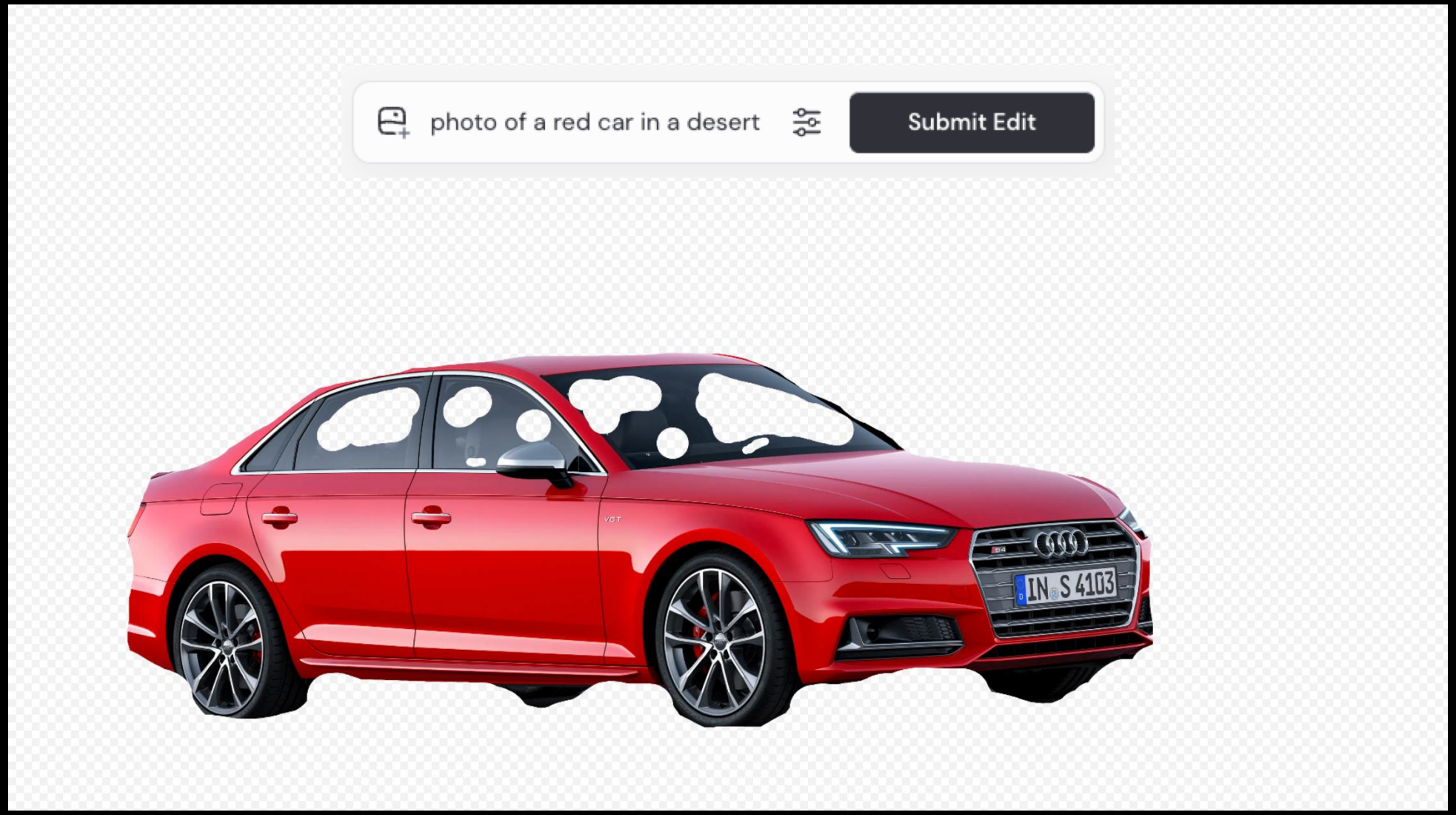


Resize


MJ
Edit
Retexture
photo of a man hiking in the mountains, wearing outdoor clothes --raw
Submit Edit
Move / Resize
Image Scale
100%
Aspect Ratio
58 : 77
1:1
3:4
2:3
9:16
1:2
4:3
3:2
16:9
2:1
Paint
Smart Select
Layers
Add
Layer 1

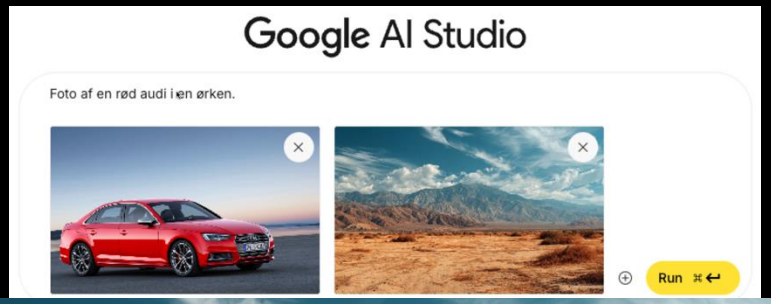
Edit

Edit



Edit

Midjourney + Nano Banana

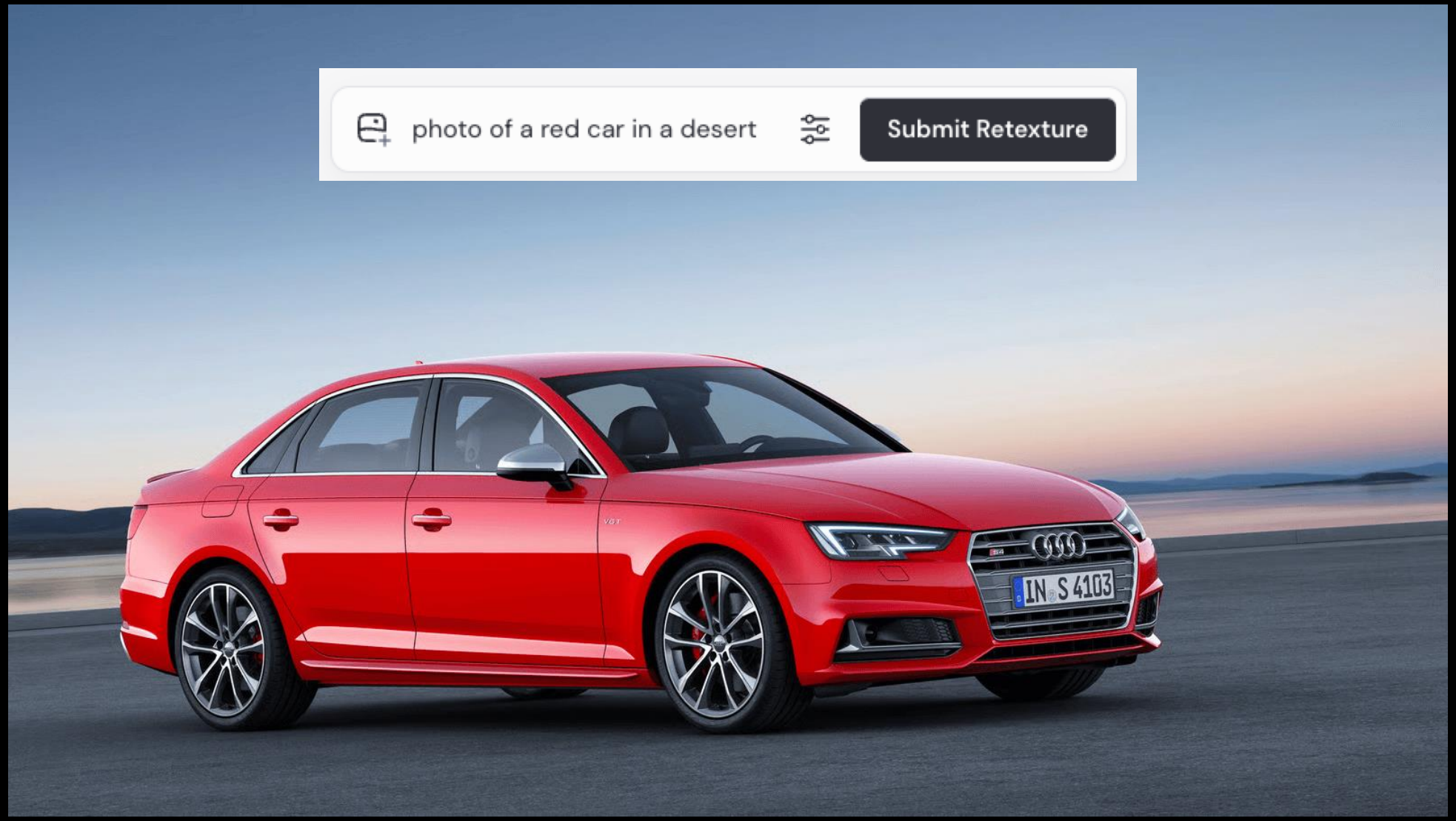


IN S 4103

IN S 4103

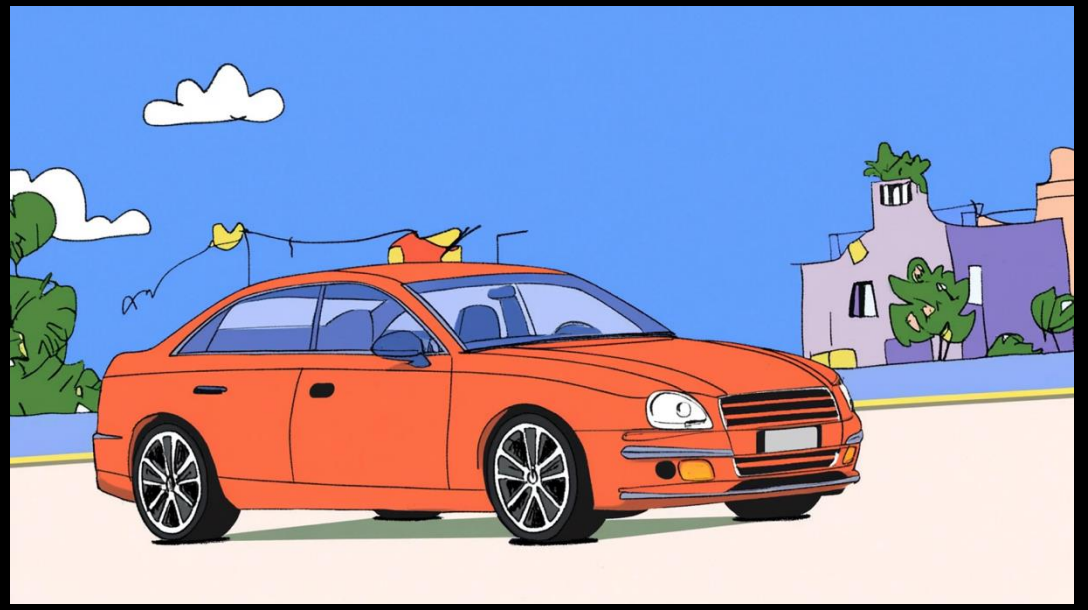
IN S 4103

Retexture

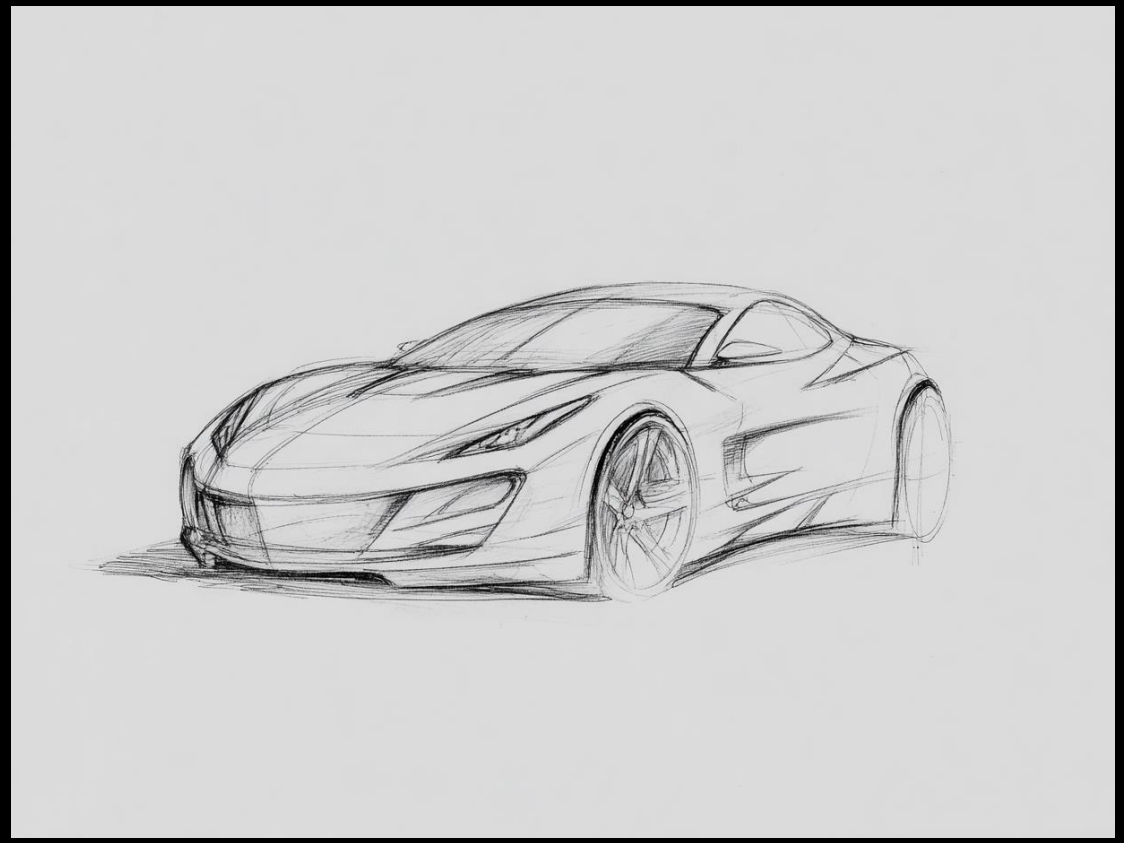


Retexture

IN S 4103



Retexture



Retexture

Editor vs. Retexture

Praktisk brug

EDITOR:
close up photo of a gorilla hand, holding a coca cola can

Praktisk brug

RESIZE:
photo of a gorilla holding a coca cola can

Praktisk brug

RETEXTURE:
photo a gorilla holding a coca cola can, urban city, skyscrapers in the background, rain, neon lighting, reflection

Praktisk brug

EDITOR:
close up photo of a gorilla hand, holding a coca cola can

Praktisk brug

Unikke funktioner

Style Reference

Style Explorer

Personificering

Moodboard

Omni Reference

Resize

Edit

Retexture

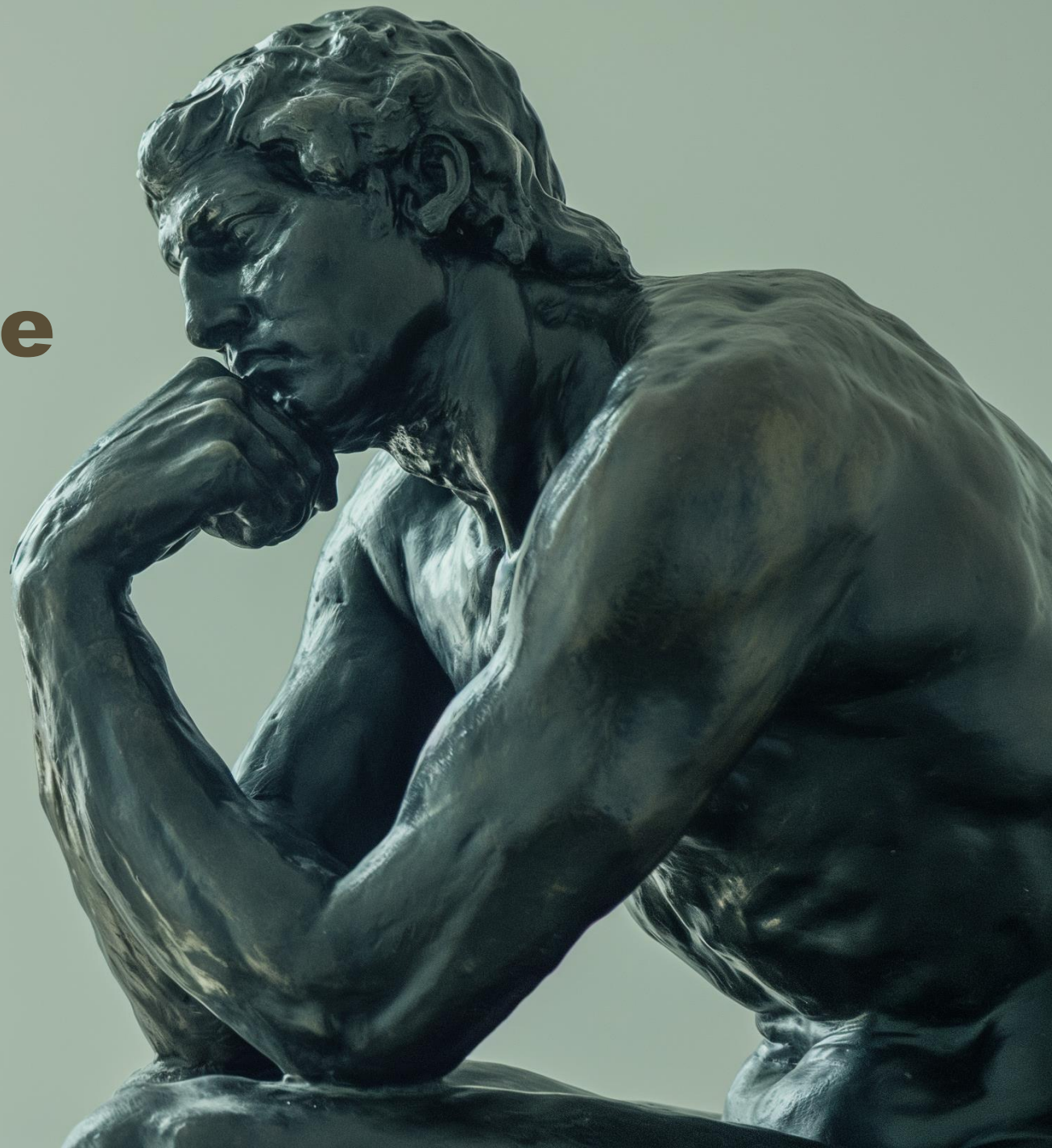
Anbefaling

Generering af billeder:
Midjourney

Redigering af billeder:
Midjourney + Nano Banana

Tænk over hvor I bruger traditionelle billeder i dag?

Kan nogle af dem erstattes af AI-billeder?

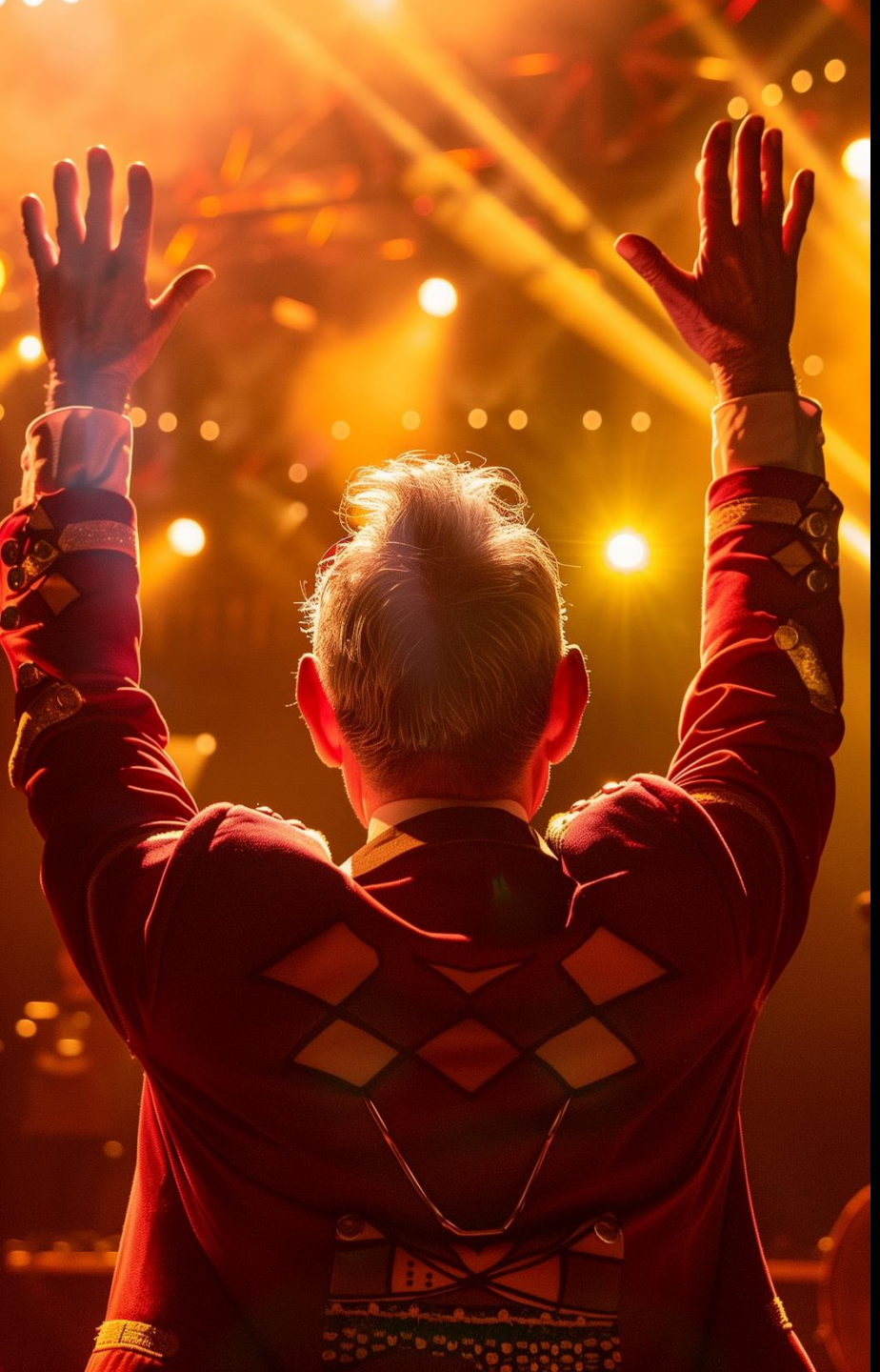


Tak for i dag!

ailab.dk

linkedin.com/in/mortenelm/

ailab.dk/slides



Tak for i dag!

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