

MIDJOURNEY V7 OMNI MASTERCLASS:

THE PROFESSIONAL'S GUIDE TO CONSISTENT CHARACTER & STYLE CONTROL

Welcome

You've picked up this guide because, like me, you understand that in professional design, consistency and control are non-negotiable.

As a senior designer with 15 years in TV, advertising, and creative agencies, I know the difference between a great piece of art and a production-ready asset.

Midjourney V7 is a revolutionary tool, but achieving a specific, repeatable look—especially with portraiture—requires a disciplined approach.

This guide is your no-fluff, hands-on masterclass on combining the two most powerful features in Midjourney V7's web interface:

Omni-Reference (--oref) for locking in your subject's appearance, and Style Reference (--sref) for establishing a flawless, on-brand aesthetic.

Forget inconsistent outputs; we're going to use these professional controls to generate hyper-realistic, cohesive, and perfectly styled portraits every single time.

Let's get started.

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INTRODUCTION

I am a Designer and Art Director, focusing on Motion Graphics and 3D design for over 15 years now. I believe that this is a moment to shift and grow. Traditional design skills are crucial, but they're not enough on their own anymore.

To stay relevant and move forward, we need to embrace what's next – and that means learning how to integrate AI tools into our creative process. I hope that this guide will help you with improving yours.

Omni-Reference (--oref)

Key Features

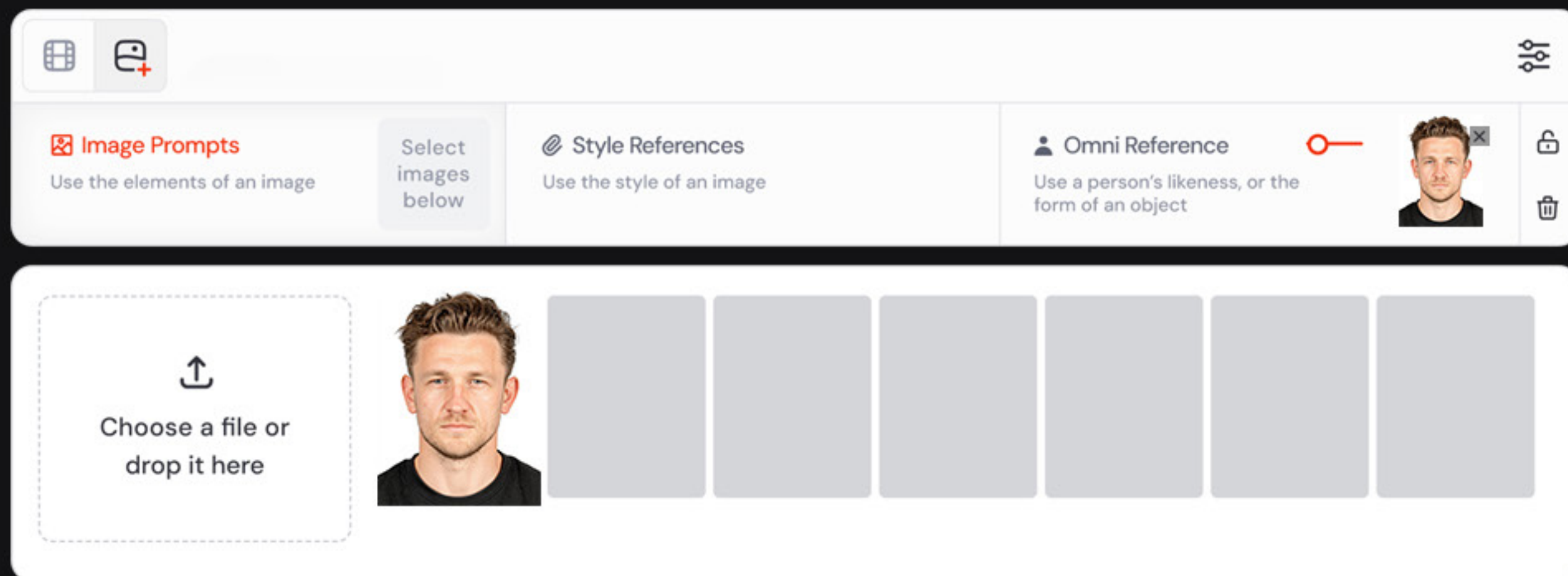
This is the evolution of the Character Reference feature. It allows you to reliably embed a specific subject, character, or object from a single reference image into your new creation.

This is critical for maintaining facial features, body type, or clothing consistency across multiple assets.

Goal: Consistency of the subject.

Web UI Location: Drag and drop your image into the "Omni-Reference" section in the Imagine Bar.

Discord/Prompt Parameter: --oref [Image URL]



OMNI REFERENCE EXAMPLE



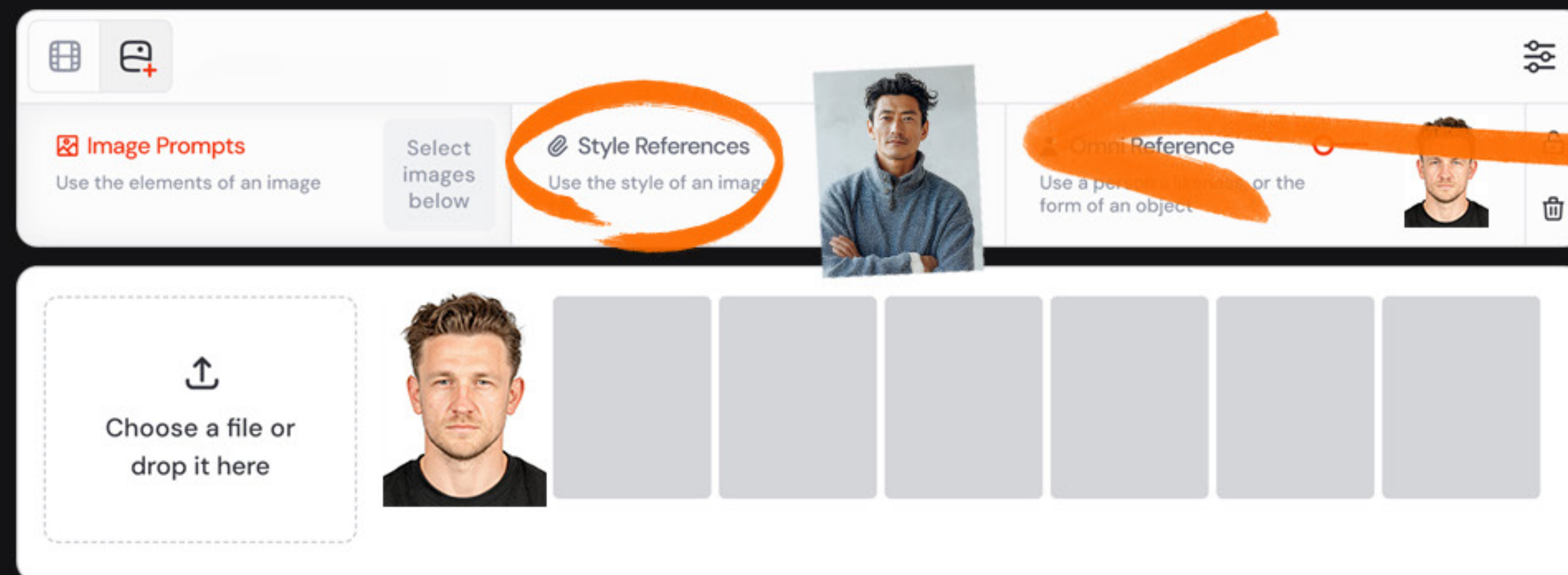
Style Reference (--sref) Key Features

This feature captures the visual aesthetic, color palette, lighting, and texture of a reference image and applies it to your new generation, without copying the subject. This is your most powerful tool for establishing a brand's visual identity or a campaign's specific look.

Goal: Consistency of the style (e.g., cinematic, grainy film, editorial lighting).

Web UI Location: Drag and drop your image into the "Style Reference" section in the Imagine Bar.

Discord/Prompt Parameter: --sref [Image URL]



STYLE REFERENCE EXAMPLE



Setting Up for Hyper-Realistic Portraits

To ensure the highest quality results, start with the optimal foundation.

A. Choose the Right Reference Images

The quality of your output is directly tied to the quality of your inputs.

B. Essential V7 Parameters

Append these to the end of your text prompt, or set them using the web UI sliders

Your text prompt should describe the scene and context around your referenced subject and style.

Example Base Prompt Structure: [Subject Description], [Pose/Action], [Context/Environment Details]

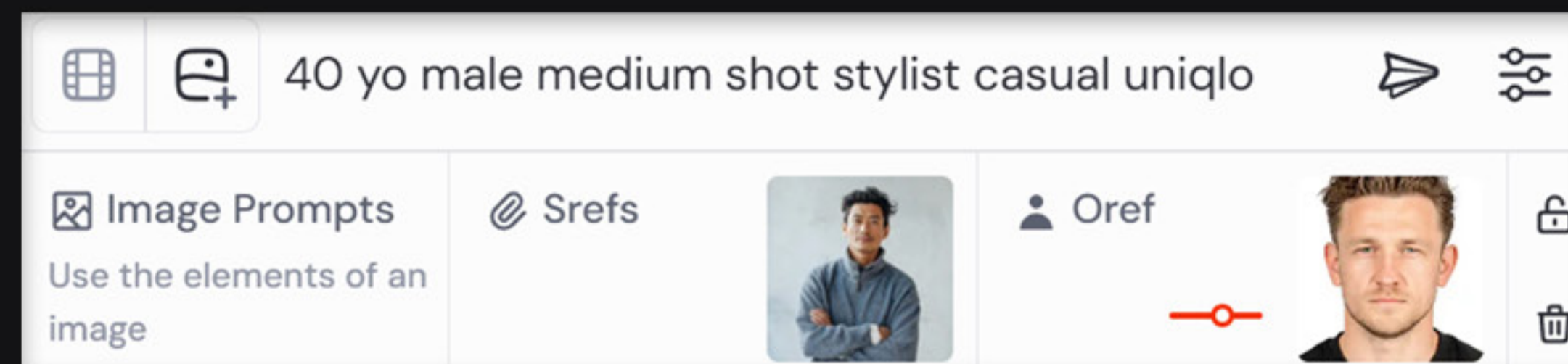
OUR ORIGINAL IMAGE



OMNI STRENGTH VALUE (I NORMALLY GO 400-600)

FULL PROMPT

40 YO MALE MEDIUM SHOT STYLIST CASUAL UNIQLO --AR 3:4 --RAW --OW 600 --STYLIZE 400



STYLE REFERENCE IMAGE

YOUR OMNI REFERENCE GOES HERE

RESULT



Maximizing Fidelity: The Art of Reference Matching

The secret to professional-grade consistency with Omni-Reference is not just in the `--ow` weight, but in the alignment between your Omni-Reference and your prompt's intent.

Midjourney V7 is highly sophisticated, but it works best when your visual cues are harmonious.

For creating hyper-realistic portraits, pay meticulous attention to the following three factors when choosing or preparing your Omni-Reference image (`--oref`):

A. **Angle and Orientation** (The Perspective Match)

The single most critical factor for facial fidelity is matching the subject's angle in the `--oref` image to the desired angle in your final output.

B. **Proximity and Framing** (The Crop Match)

The amount of detail Midjourney can extract is proportional to the size and clarity of the subject in the reference image.

For Close-Up Portraits: Your `--oref` should be a headshot or medium close-up where the facial features occupy a large portion of the frame. This gives the model maximum data on eyes, mouth, and skin texture.

For Full-Body Shots: If you want character consistency in a full-body or fashion shot, use a `--oref` that is a bust or full-body image. While facial fidelity may drop slightly, the model will prioritize clothing and overall silhouette coherence.

C. **Lighting and Expression** (The Mood Match)

While the Style Reference (`--sref`) dictates the final lighting and mood, using an Omni-Reference with a similar base expression and lighting will improve the foundational quality.

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OMNI REFERENCE



A women in a red sweater working on a laptop, seated by a modern glass window, high-angle perspective, urban indoor setting, natural daylight casting soft shadows, candid moment, cozy and focused atmosphere, ultra-realistic style, shot on Fujifilm with sharp detail and shallow depth of field

Image Prompts Use the elements of an image

Style References Use the style of an image

Omni Reference



RESULT



A man in a red sweater working on a laptop, seated by a modern glass window, high-angle perspective, urban indoor setting, natural daylight casting soft shadows, candid moment, cozy and focused atmosphere, ultra-realistic style, shot on Fujifilm with sharp detail and shallow depth of field

Image Prompts Use the elements of an image

Style References Use the style of an image

Omni Reference



STYLE REFERENCE IMAGE



YOUR OMNI REFERENCE GOES HERE

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OMNI REFERENCE



🎬 👤 a business expert giving a masterclass in a modern luxury villa, standing in front of an engaged group of entrepreneurs, speaking with expressive gestures, natural daylight, notebooks and laptops on the table, candid photography style, handheld shot, shallow depth of field, cinematic grain, lifestyle documentary vibe, Instagram story look 📤 ⚙️

Image Prompts Use the elements of an image	Style References Use the style of an image		Omni Reference 	
--	--	--	---------------------------	--



RESULT



🎬 👤 a business expert giving a masterclass in a modern luxury villa, standing in front of an engaged group of entrepreneurs, speaking with expressive gestures, natural daylight, notebooks and laptops on the table, candid photography style, handheld shot, shallow depth of field, cinematic grain, lifestyle documentary vibe, Instagram story look 📤 ⚙️

Image Prompts Use the elements of an image	Style References Use the style of an image		Omni Reference 	
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STYLE REFERENCE IMAGE



YOUR OMNI REFERENCE GOES HERE

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FULL PROMPTS USED

40 YO MALE MEDIUM SHOT STYLIST CASUAL UNIQLO --AR 3:4 --RAW --OW 600 --STYLIZE 400

RESULT



A BUSINESS (MALE OR FEMALE) EXPERT GIVING A MASTERCLASS IN A MODERN LUXURY VILLA, STANDING IN FRONT OF AN ENGAGED GROUP OF ENTREPRENEURS, SPEAKING WITH EXPRESSIVE GESTURES, NATURAL DAYLIGHT, NOTEBOOKS AND LAPTOPS ON THE TABLE, CANDID PHOTOGRAPHY STYLE, HANDHELD SHOT, SHALLOW DEPTH OF FIELD, CINEMATIC GRAIN, LIFESTYLE DOCUMENTARY VIBE, INSTAGRAM STORY LOOK --AR 3:4 --RAW --OW 600 --STYLIZE 400



A WOMEN IN A RED SWEATER WORKING ON A LAPTOP, SEATED BY A MODERN GLASS WINDOW, HIGH-ANGLE PERSPECTIVE, URBAN INDOOR SETTING, NATURAL DAYLIGHT CASTING SOFT SHADOWS, CANDID MOMENT, COZY AND FOCUSED ATMOSPHERE, ULTRA-REALISTIC STYLE, SHOT ON FUJIFILM WITH SHARP DETAIL AND SHALLOW DEPTH OF FIELD --AR 3:4 --RAW --OW 600 --STYLIZE 400



SUMMARY

THIS WORKFLOW USES TWO KEY MIDJOURNEY V7 FEATURES TO ACHIEVE HIGH-FIDELITY, CONSISTENT PORTRAITURE:

OMNI-REFERENCE (--oref): LOCKS IN THE **SUBJECT'S IDENTITY** (FACE, FEATURES, AND FORM).
STYLE REFERENCE (--sref): LOCKS IN THE **AESTHETIC** (LIGHTING, COLOR PALETTE, AND TEXTURE).

The Key Steps

Phase	Action	Parameter Control	Goal
Preparation	Select a clean, frontal <code>--oref</code> photo for the character's face. Select a separate image for the desired <code>--sref</code> look (e.g., cinematic lighting).	N/A	Decouple identity from style.
Prompting	Use a clear, structured prompt: <code>/imagine [Subject] + [Scene] + [Technical Details] --oref [URL] --sref [URL]</code>	<code>--ar</code> (Aspect Ratio), <code>--v 7</code>	Set the stage and activate the controls.
Balancing	Adjust the weights to fine-tune influence.	<code>--ow 300</code> (Omni-Weight): High-fidelity for facial features. <code>--sw 500</code> (Style-Weight): Strong enforcement of the aesthetic.	Achieve a perfect balance of a consistent character in a consistent style.
Fidelity Match	Ensure the angle and crop of your <code>--oref</code> image match the required final shot (e.g., both are frontal close-ups) to prevent facial distortion.	N/A	Maximize facial accuracy.





That's it!



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