



**DEMO**

First chapter only

# Midjourney Prompt Guide for Indie Game Devs

Concept Art in Seconds



## **Midjourney Prompt Guide for Indie Game Devs**

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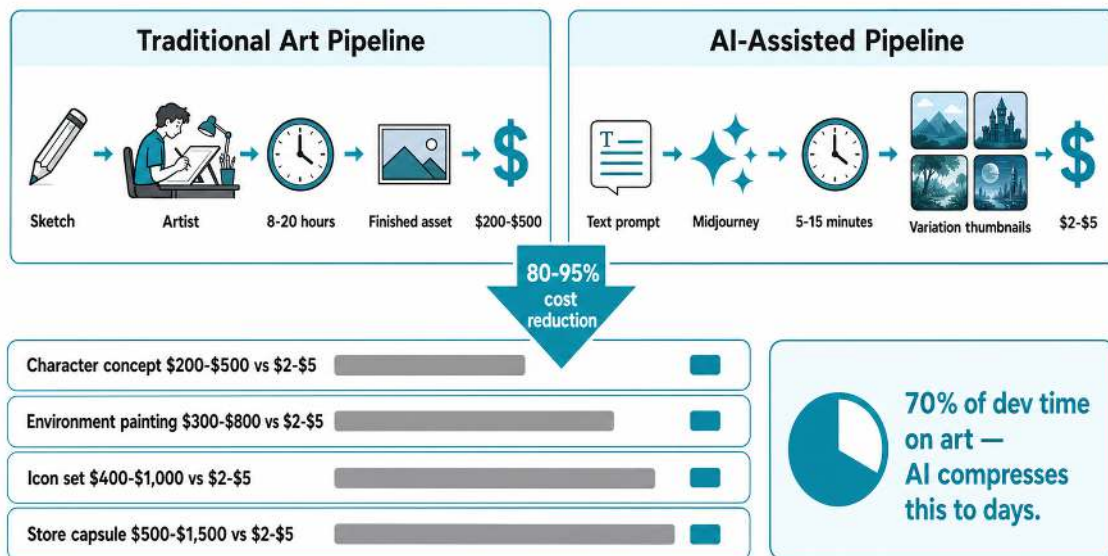
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## AI Art for Game Development



**Figure 1.** A split-panel comparison shows traditional art taking 8–20 hours and \$200–\$500 versus AI-assisted prompts taking 5–15 minutes and \$2–\$5, with 80–95% cost reduction and 70% of dev time tied to art

## 1.1 The Art Problem Every Indie Dev Faces

You have a brilliant game idea. The mechanics are tight. The story is compelling. The prototype plays well with placeholder rectangles. But the moment you need real art—character sprites, environment tiles, UI elements, a Steam store page—the project stalls. You cannot afford a full-time artist. Freelancers charge \$50–\$200 per asset. And your programmer art makes testers wince.

This is the single biggest bottleneck in indie game development. Across both AAA studios and indie teams, artwork and visual asset creation routinely consumes the majority of production budget.<sup>1</sup> For solo developers and small teams, art production is not just expensive—it is the phase where most promising games die.

# #1

bottleneck in indie game development—visual asset creation consumes more production budget than any other phase for solo developers and small teams

Midjourney changes this equation fundamentally. Not by replacing artists—the best indie games will always benefit from human artistic vision—but by compressing the concept art and pre-production phase from months to days. A character that took a week of back-and-forth with a freelancer can be conceptualized in an afternoon. An environment that existed only in a design document can be visualized in minutes.

### Key Insight

Midjourney is not a replacement for game art. It is a replacement for the concept art phase. Use it to explore visual directions, establish style guides, create reference sheets for human artists, and produce marketing assets. The final in-game assets may still need human refinement—but you will refine from a strong starting point instead of a blank canvas.

<sup>1</sup>Unity Technologies, *State of Game Development Report, 2024*; Game Developers Conference annual industry surveys.

## 1.2 The Indie Game Market Opportunity

The global games market is projected around \$188.8 billion in 2025, with over 10,000 new titles released on Steam alone each year. The indie segment is a smaller, harder-to-measure slice of that total. The barrier to entry for game design, programming, and distribution has collapsed. The remaining barrier is art production.

AI art tools are removing that final barrier. Developers who master prompt engineering for game assets gain a decisive speed advantage: faster prototyping, faster iteration, faster time-to-market. In a market where the first playable demo wins attention, speed is survival.

Asset Type	Traditional Cost	AI-Assisted Cost
Character concept sheet	\$200–\$500	\$2–\$5 (subscription)
Environment painting	\$300–\$800	\$2–\$5
UI icon set (20 icons)	\$400–\$1,000	\$2–\$5
Steam store capsule art	\$500–\$1,500	\$2–\$5
Marketing key art	\$1,000–\$3,000	\$2–\$5
<b>Total (typical indie game)</b>	<b>\$5,000–\$15,000</b>	<b>\$120–\$300/year</b>

That is an 80–95% reduction in art costs. The savings do not come from lower quality—they come from eliminating revision cycles, eliminating communication overhead with freelancers, and enabling rapid iteration that was previously unaffordable.

## 1.3 What This Book Covers

This guide teaches you to use Midjourney specifically for game development. Not generic AI art. Not random pretty pictures. Structured, repeatable prompt workflows that produce game-ready assets:

1. **Character Design:** Turnaround sheets, expression sheets, animation reference poses
2. **Environment Art:** Tileable backgrounds, parallax layers, world-building concepts
3. **UI/UX Elements:** Icons, buttons, HUD elements, menu backgrounds
4. **Marketing Assets:** Store page capsules, social media banners, trailer thumbnails
5. **Style Consistency:** Seed locking, style references, parameter mastery
6. **Complete Prompt Library:** 50+ tested prompts organized by asset type

## 1.4 Midjourney Basics for Game Developers

If you are new to Midjourney, here is the minimum you need to start. Midjourney operates through Discord or its web interface. You type a text prompt, and the AI generates four image variations. You can upscale, vary, or remix any result.

The key parameters for game art:

**--ar W:H**

Aspect ratio. Use `--ar 3:2` for character sheets, `--ar 16:9` for environments, `--ar 1:1` for icons.

**--stylize N**

Controls Midjourney's artistic interpretation. Low values (0–100) follow your prompt literally. High values (500–1000) let Midjourney add its own style. For game assets, start at `--s 250`.

**--niji**

Switches to the anime/illustration model. Essential for 2D game art, pixel art references, and stylized characters.

**--chaos N**

Controls variation between the four outputs. Low (0–20) gives similar results. High (50–100) gives wildly different interpretations. Use high chaos for exploration, low for refinement.

**--seed N**

Locks the random seed for reproducible results. Critical for maintaining consistency across a character's poses.

**--sref URL**

Style reference. Feed Midjourney an image and it will match that visual style. The single most important parameter for game art consistency.

**Pro Tip**

Create a "style bible" image early in your project—a single illustration that captures your game's visual identity. Use that image as `--sref` in every subsequent prompt. This one technique eliminates the most common complaint about AI art: inconsistency between assets.

# DEMO

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