

# World Building Codex





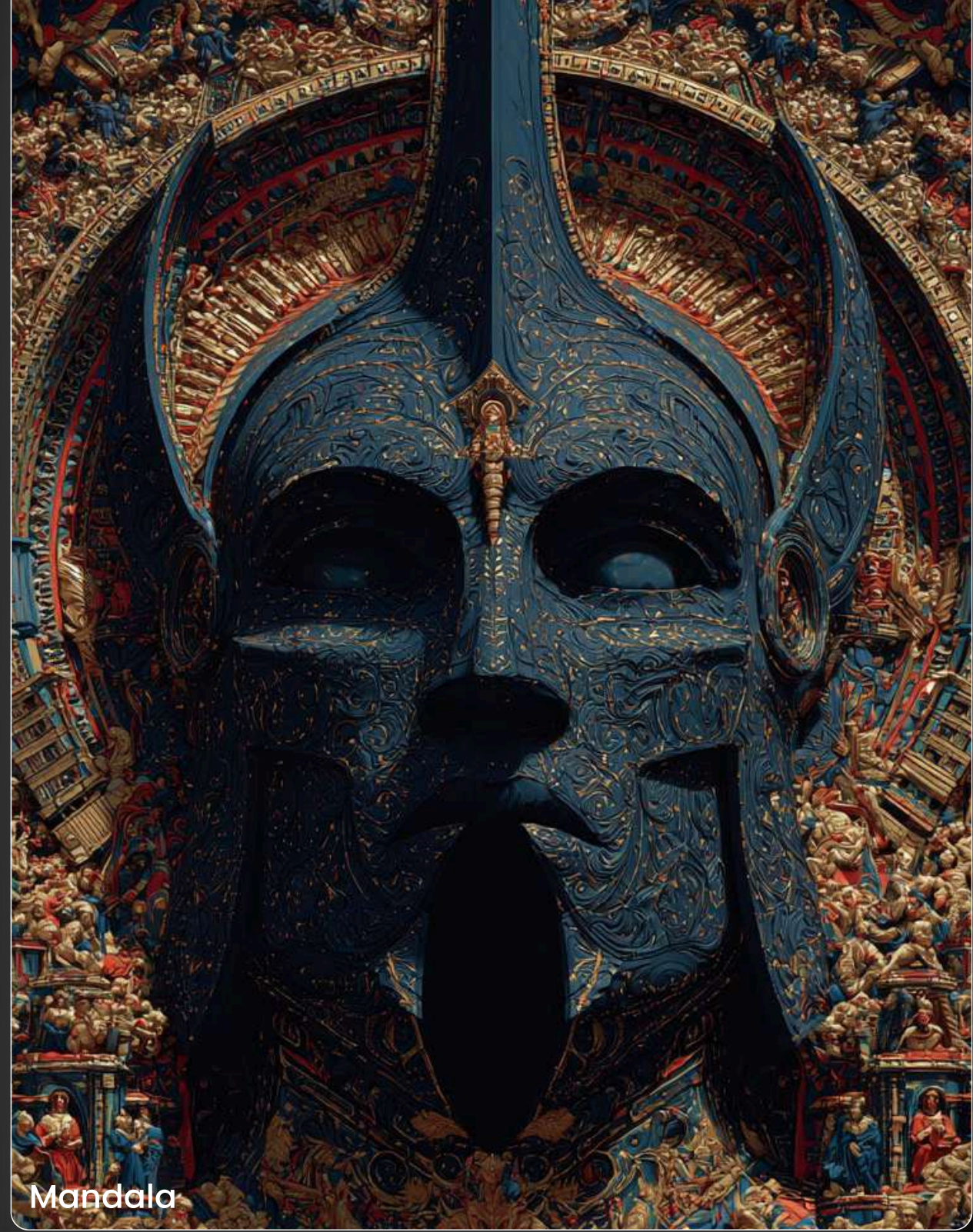
Golden Leaf



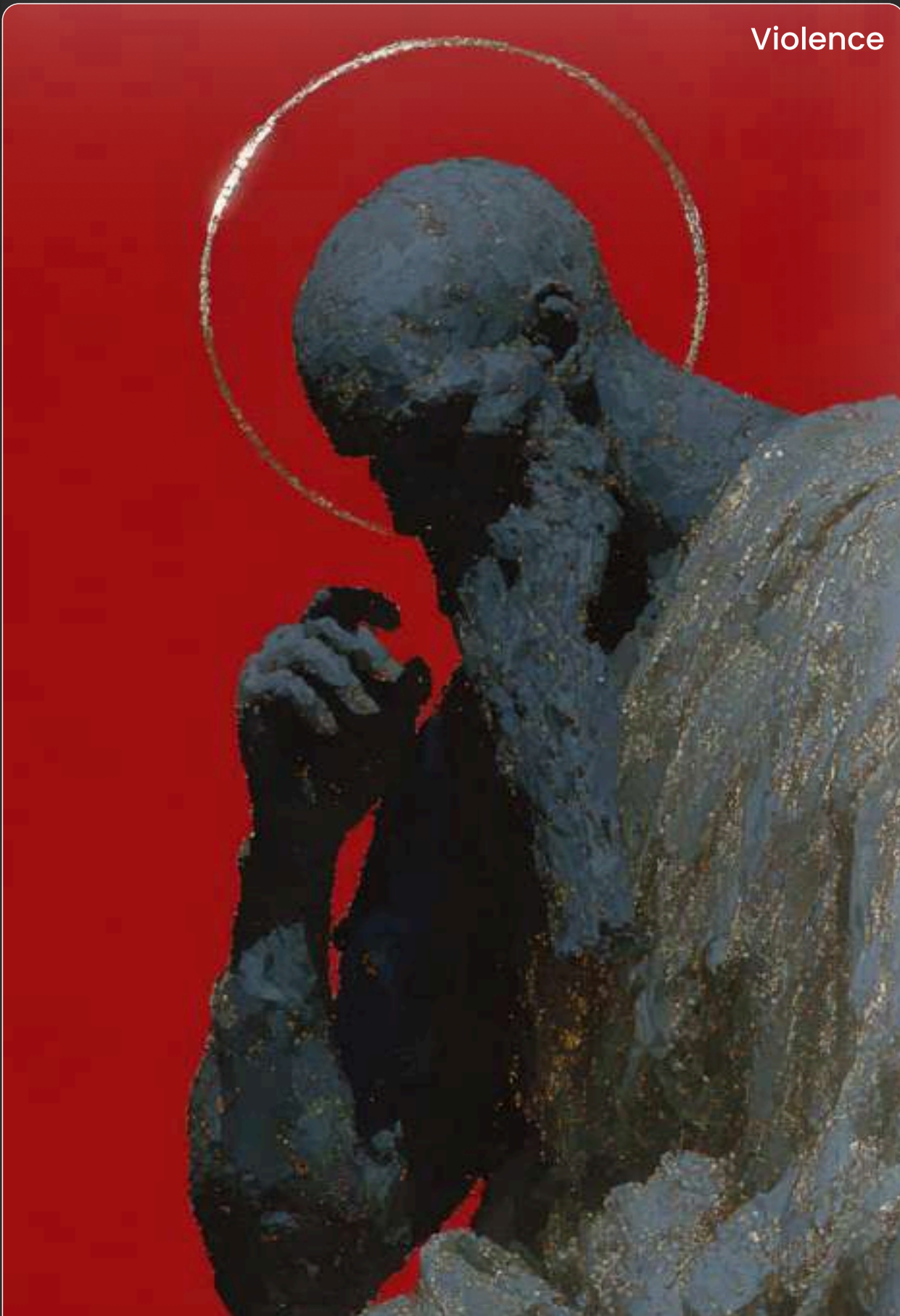
Magenta



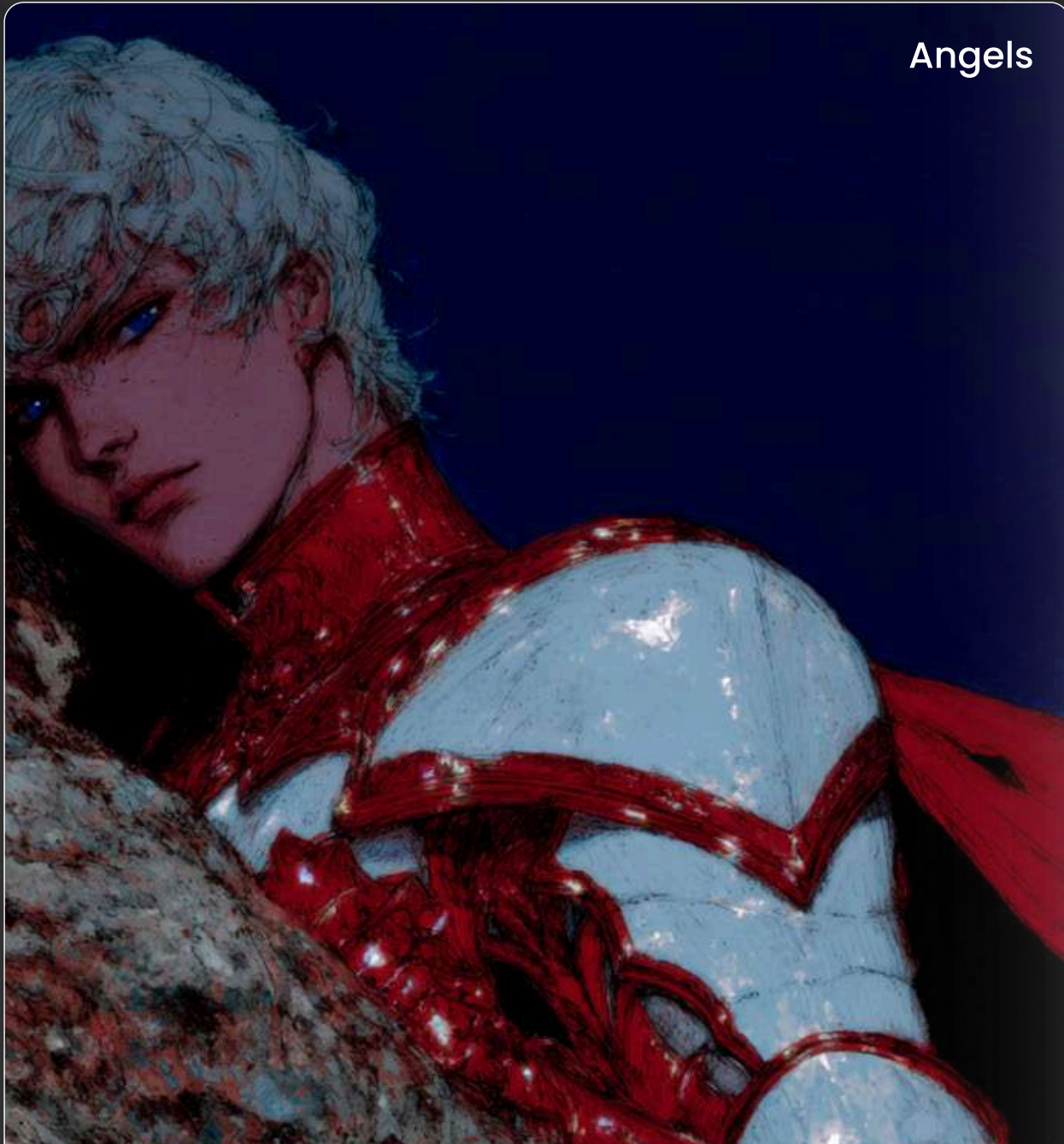
Arcadia



Mandala



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Imperium



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Hello, I'm Ivan Flugelman  
an award-winning  
creative with over 15 years  
of creative industry  
experience, now using  
GenAI to share art and  
beauty with the world.



World Builder

# Human. Creative. Curious.

I left Argentina with a one-way ticket and a promise to make it work.

That journey led me across the world, through design, brands, and technology.

Today, I create at the edge of art and AI and it still feels new.

This is my first collection of Midjourney V7 presets, srefs and pcodes for you along with my thoughts and experience on creating worlds that tell stories and can make your work feel more rich and coherent.

The styles will only work on Midjourney but the experience I share should help you elevate any creative or design problem.



This isn't just a sref collection. It's a first take on World Building as a way to shape ideas with intent.

The antidote to the blur of mindless output.



# World Building

This is the one section where I may come across as a touch more analytical or introspective.

Worldbuilding isn't new, but today it's finally reachable. Technology has made it effortless for anyone to expand their creative output and shape ideas at a scale that used to be impossible.

I still remember a book I received as a child after an adenoid operation: *Dinotopia* by James Gurney who also wrote *Color & Light*, a title almost every concept artist keeps within arm's reach.

Its pages tell a story through rich drawings of an island where humans and dinosaurs live together. They have their own culture, their own language, their own clothing, symbols, and patterns.

That's what humans do: we build culture, and we do it through tools. As those tools evolve, our culture stretches, adapts, and creates new forms of knowledge. It shapes our imagery and cultural cues, and gives societies the identities they gather around.

Now you have, literally in your hand, a tool that accelerates this process. And with so much available, it's easy to get lost in creating aesthetics that look almost right, but not quite. Always touched by a slight uncanny sheen that feels like visual slop.

The antidote is story, and that's what I'm trying to introduce with this series of collections.

My aim is to offer a very surface-level view of how I work, and how adding even a small amount of story can immediately lift your narrative.

Style creates coherence, but vision drives the style, and story helps your audience connect the pieces and make sense of the world.

This showcase doesn't revolve around a hero or a single character. I see these images as snapshots of everyday life inside these worlds.

For me, GenAI—especially Midjourney—feels like photographing what's already happening in my mind.

I hope you enjoy this as much as I enjoyed creating this first volume.



If you like this World Building Codex, please share, like or visit [vvsvs.pro](#) and subscribe to my email list.



Style 01

# Violence





# It Starts With A Prompt

Whenever I find a style, sref, blend, combination or aesthetic that I like I start small.

My prompts are really simple, at least in the beginning.

I have no real time to think too much, so I just roll the dice and see what I get.

I start with simple ideas “a man”, “a woman” “a forest” “a landscape”.

Every story needs a hero, and a princess, an establishing shot, a landscape where we open the movie.

And from there I see what I get back, I try to reflect, and think...“Where can I take this?”

Then it becomes a dialogue between me and the machine. What if we go here? What if we go there? How does the food in this place taste like?

These are important questions that we can start asking ourselves, when we start building this world.

It is more than just vibes, it is a communication with a place that has its own rules, and it is your job to direct that.

Pretend you are a movie director, trying to set the rules of your next movie. What genre are you going for? How do the stories connect? How do we bring people in, and keep them trapped in our vision?



## Destroy

It is in the nature of mankind,  
to destroy in order to create.

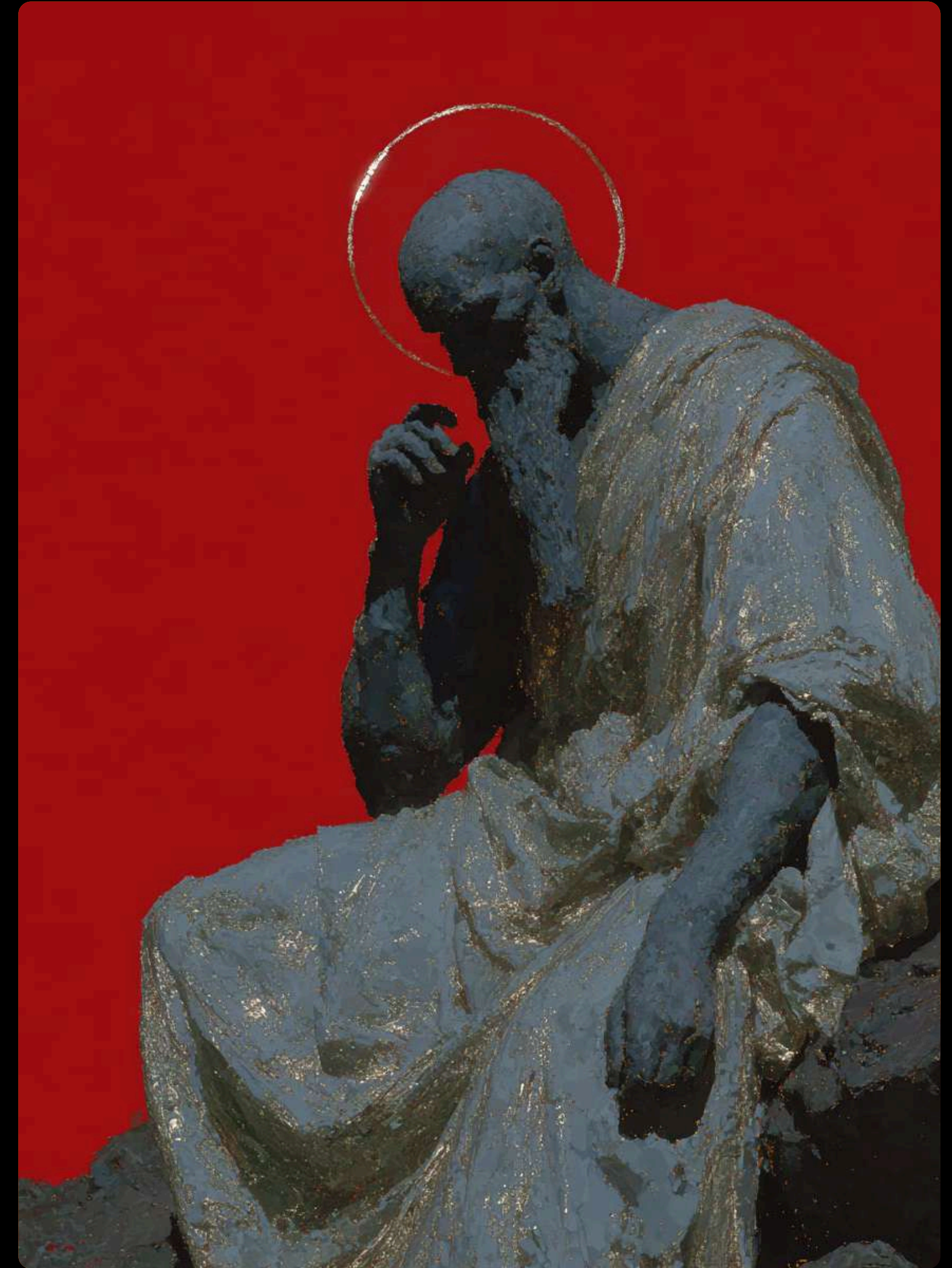
For that in order to understand  
the universe we must create  
an idea, and find it in reality.

And in that pursuit we will  
deconstruct, explore and in the  
process break things apart.

Without a violent surge of  
energy, creation is impossible.











The consequences of  
violence are more  
ruinous than the causes  
of it.













Violence

World Building™ Reference Guide V1 – Style 01

Violence | Sref & Profiles

--profile hnmb7hp  
ajif6sp --stylize 800

These are my two precious ranked profiles that I am sharing with you. They both have two key factors that I'm always looking for. A saturated color accent, and a touch of darkness. I use them with every creation, now they are yours to play.



Style 02

# Magenta





# Is A Color A World?

What is your signature? How do people recognize your work?

Whenever you see a successful artist, try to spot a pattern. The brand is either a specific palette, a resource that repeats across the work, a technique.

A color is a signature, and it is a good thing to come back to it.

You can create a whole visual world driven by one color –think Kill Bill’s yellow, or Dune’s orange. You can even have no color, and use black and white to tell a story with contrast.

You have to be intelligent in the use of color, because you can tire your audience, like putting too much sugar to cover your lack of skill.

It is important that you know when to break the color.

Take for example this style I called “Magenta” the output, is insane. But could you sustain a whole 90 minutes of looking at this palette?

The eye will need a break otherwise the brain will easily get bored.



## Artificial Color

Some colors can only be perceived in the digital realm.

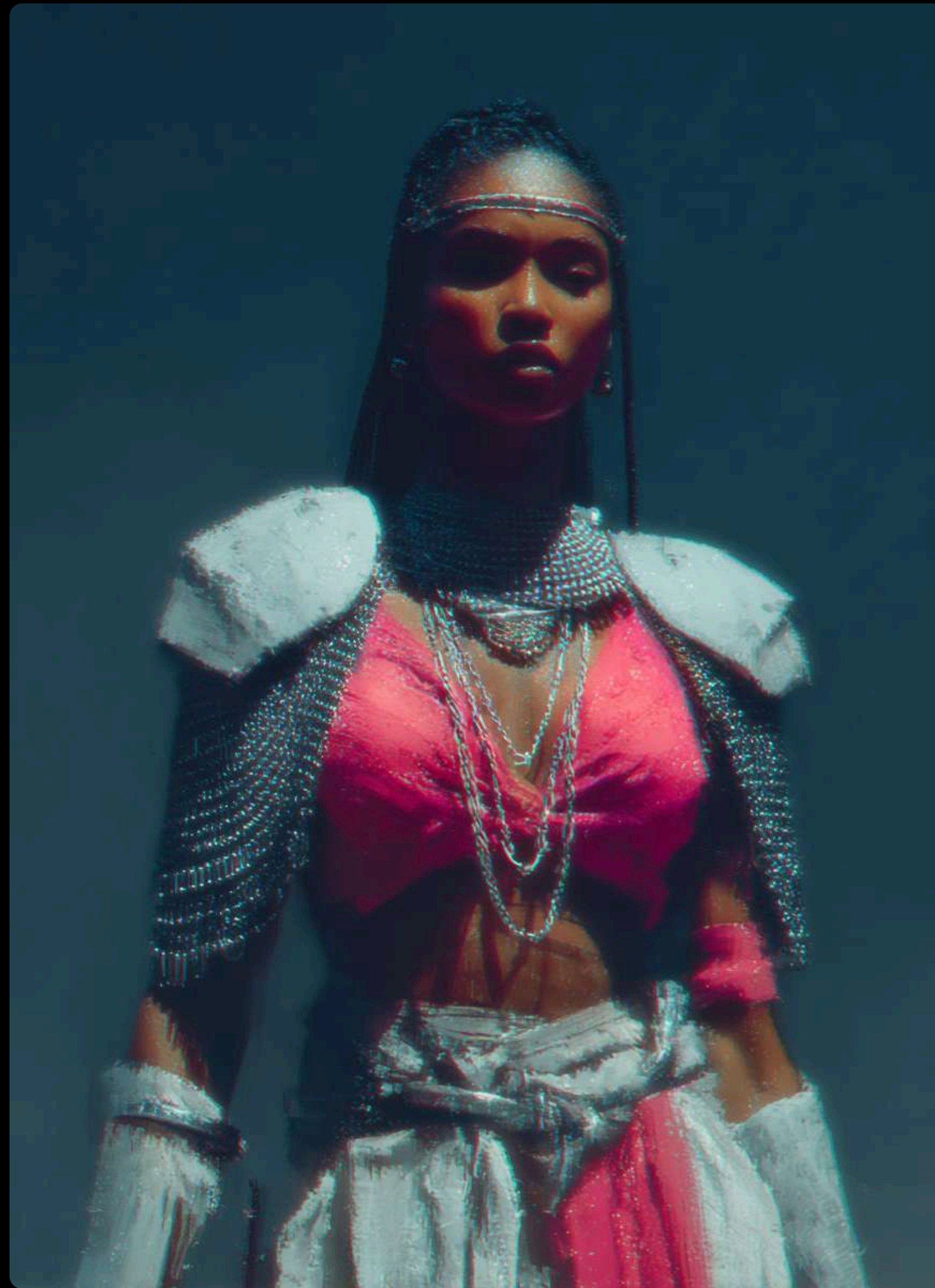
They emit a kind of vibrancy that feels subtle at first, almost quiet, yet completely sublime.

Magenta with a touch of red.

It sits in a space that doesn't really exist in the physical world, a place where light behaves differently and the eye starts sensing something it cannot fully name.



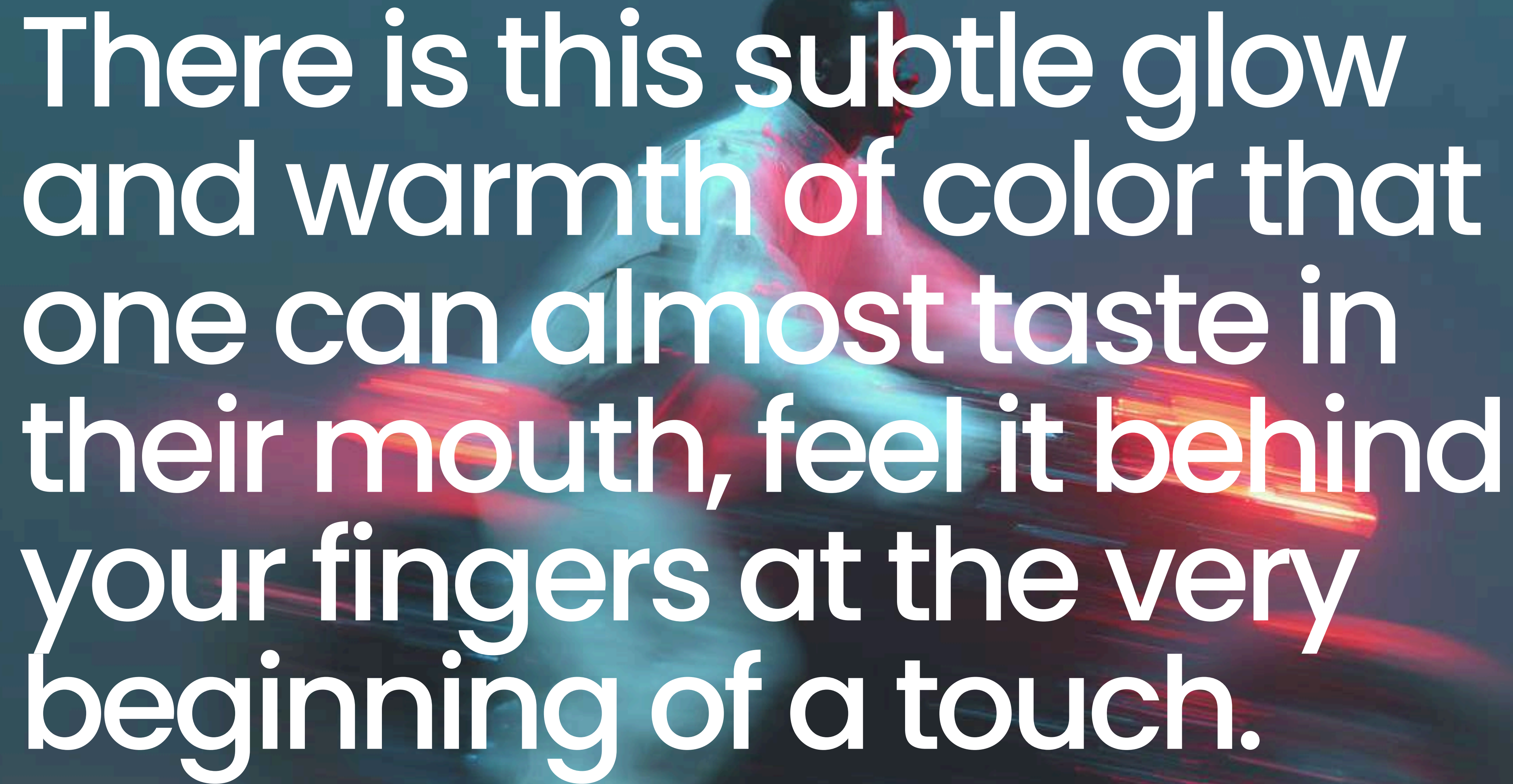










The background features a dark, moody scene with a person's silhouette in the center. They are surrounded by vibrant, ethereal light trails in shades of red, orange, and blue, which appear to be emanating from their hands or body, creating a sense of energy and movement. The overall aesthetic is futuristic and artistic.

There is this subtle glow  
and warmth of color that  
one can almost taste in  
their mouth, feel it behind  
your fingers at the very  
beginning of a touch.







Magenta | Sref &amp; Profiles

```
--sref 2261786031  
2337628483 --  
profile ajif6sp  
6ayiabp --stylize  
1000
```

A very electric and moody color combination. You will always find a touch of magenta in my work. Since the very first digital artworks I did with photoshop while I was studying and that carried over my whole career.



Style 03

# Angels





# Blend The Impossible

Combine two very different things successfully and you can unlock entirely new possibilities. When you blend styles, concepts, or narratives, you open a door to discoveries that feel fresh and surprising.

This is why cyberpunk resonates so strongly. It takes two distant worlds, high tech and low life, and fuses them into something visually and thematically unique. The contrast creates tension, and the tension creates energy.

You see the same effect in series like Evangelion. Robots and angels should not belong in the same universe, yet that collision is exactly what makes it so compelling and memorable. The mix generates questions, symbolism, and emotional weight that neither theme could create alone.

This cross pollination of visual aesthetics and narrative themes can give birth to completely new worlds. It allows you to stretch the limits of what a story can look like and what it can mean.

A new take on an old topic, a reinterpretation of an existing aesthetic, or a classic theme presented in a modern way will always blend familiarity with novelty.

There is power in this tension. The familiar keeps people anchored. The new keeps them curious. When both coexist in your work, you create a world that feels accessible yet unpredictable, recognizable yet inventive. That combination is often what makes an idea worth exploring, expanding, and returning to.



## Believe

I have always believed in good and evil as archetypes to help us guide us throughout the world.

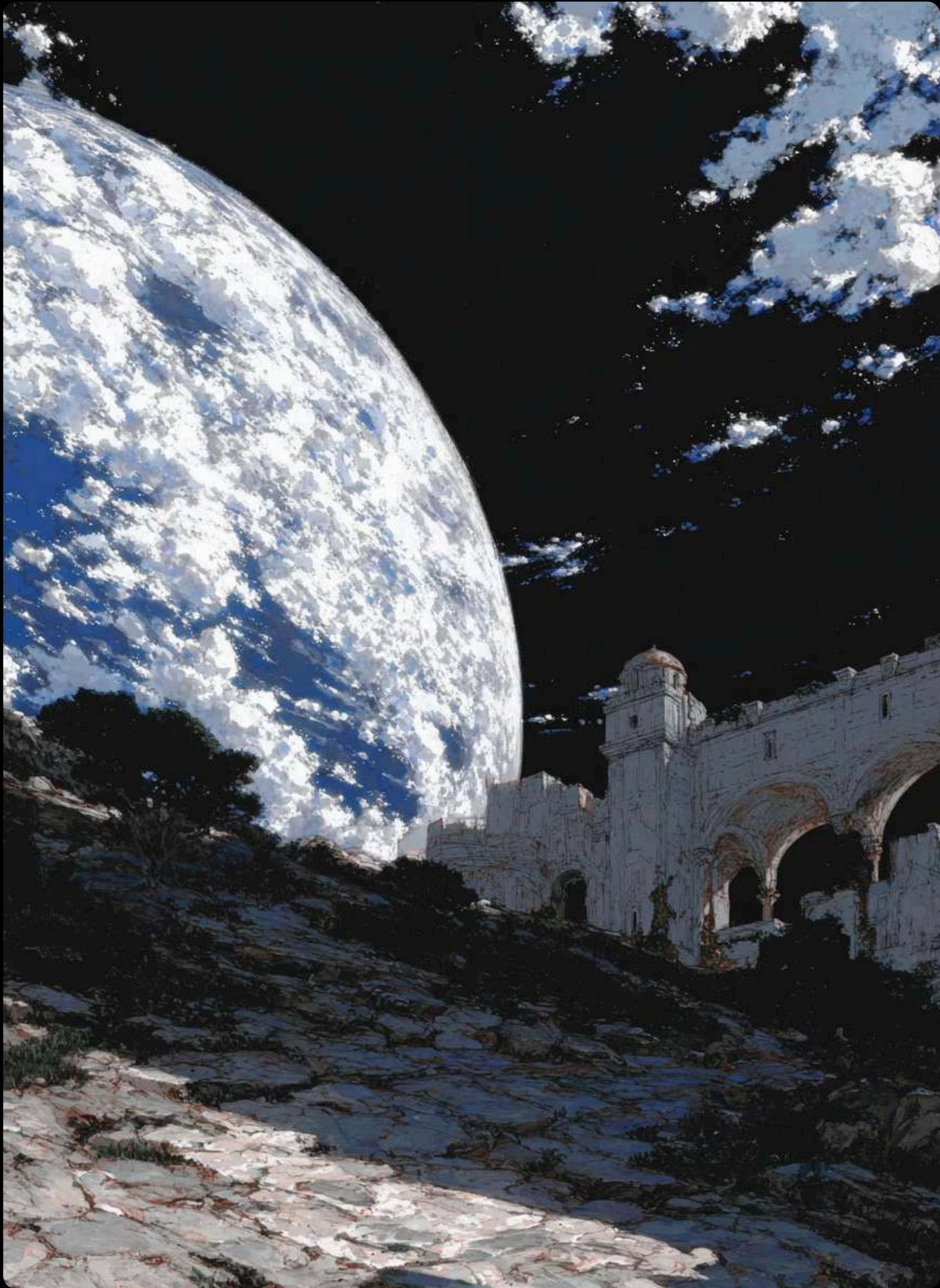
Metaphors of angels and demons hiding in plain sight and revealing themselves to us in moments of need, temptation or despair.

These beings exist, but not in the way we expect.

If you are on the side of light, you will never see angels, but will only be able to perceive demons.









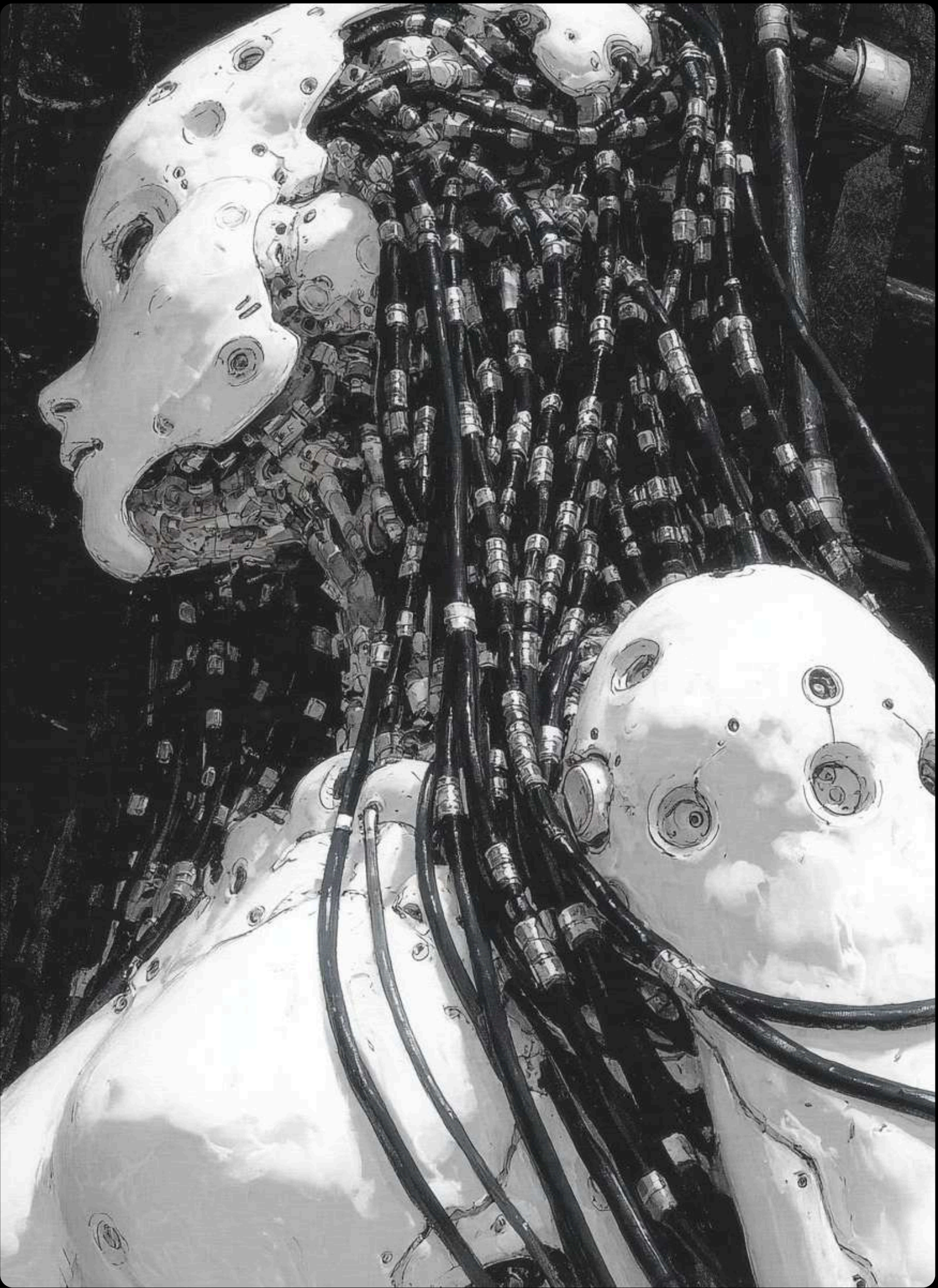
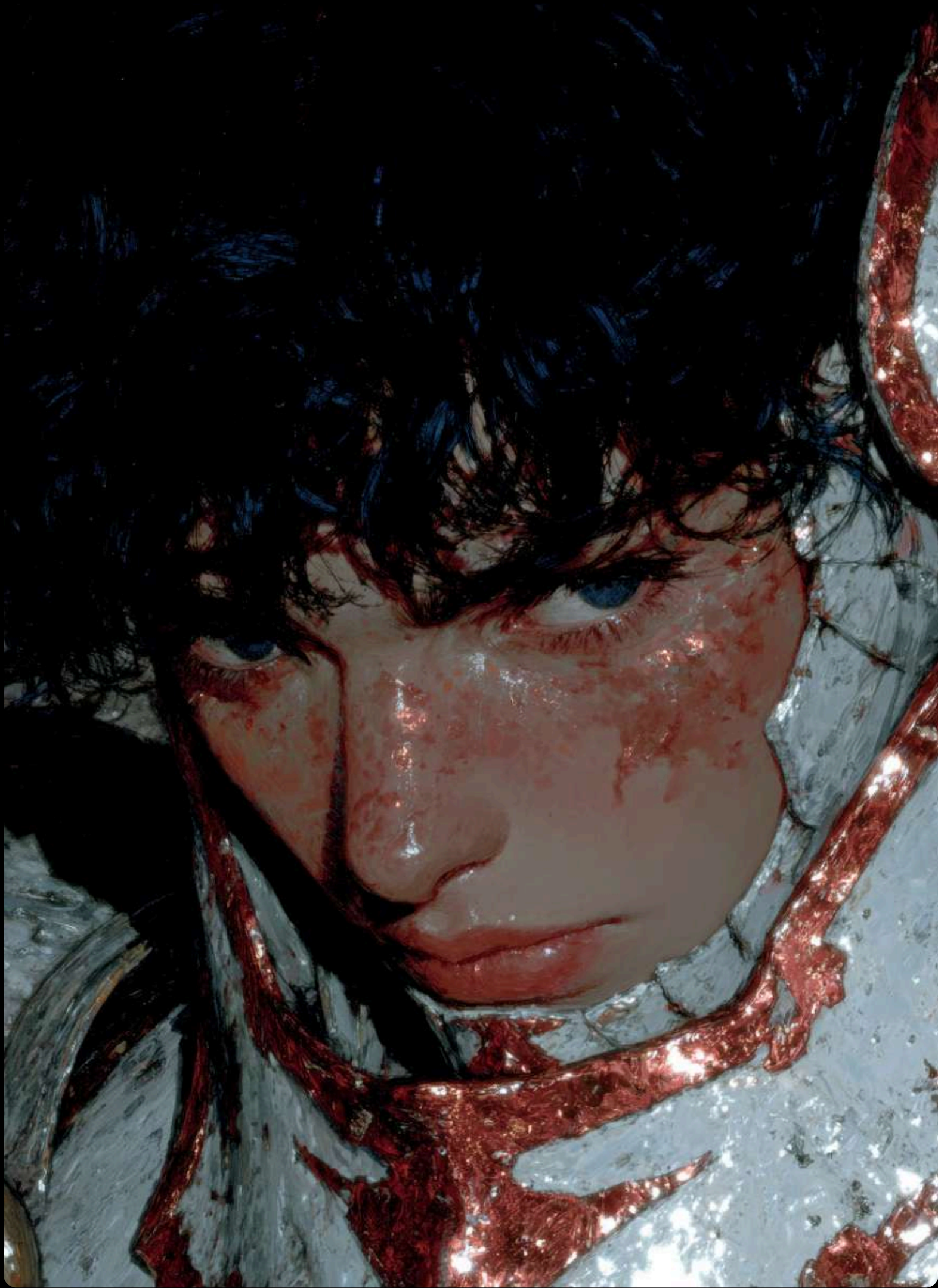
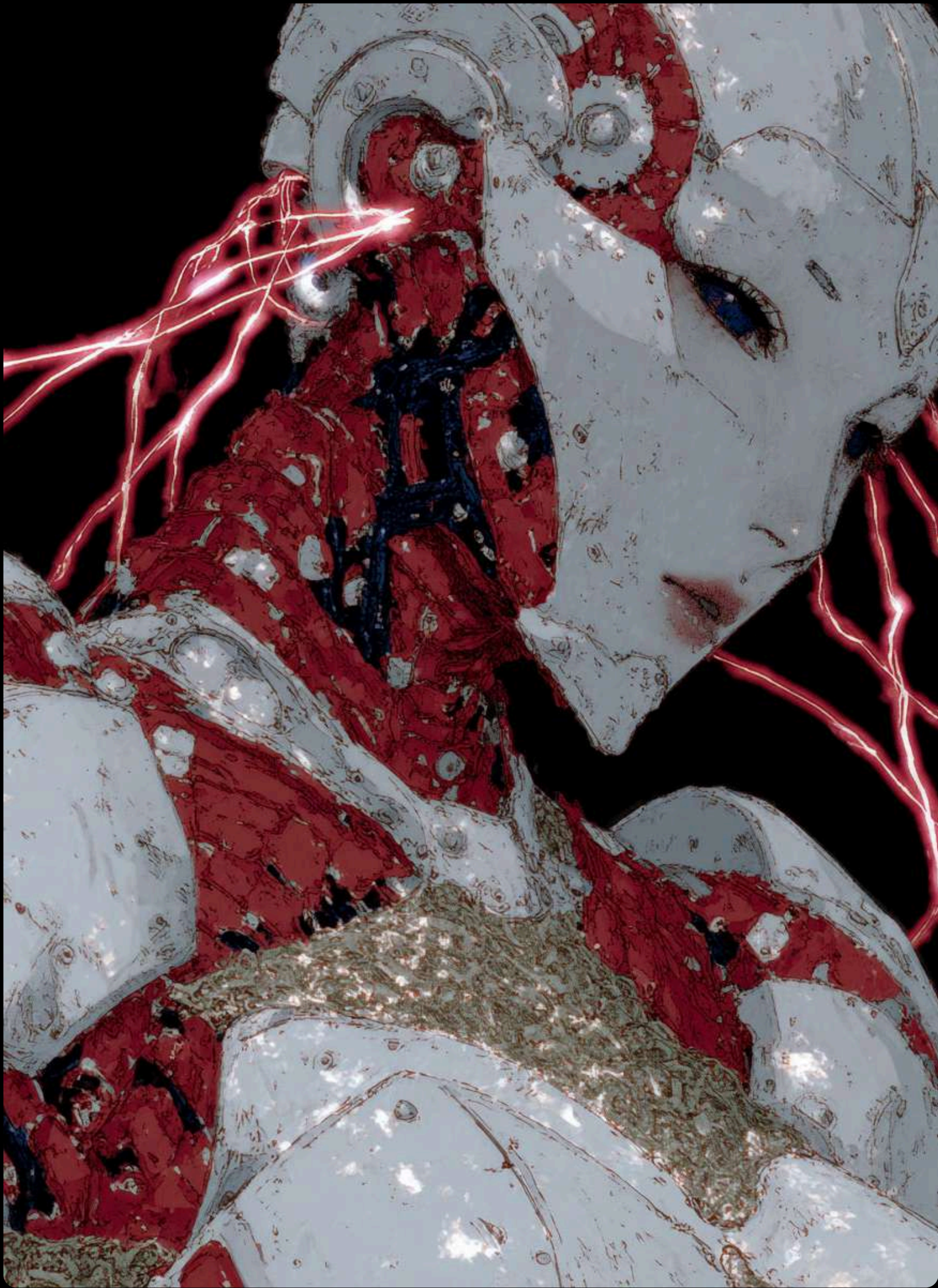


He will command his  
angels concerning you  
to guard you in all your  
ways.

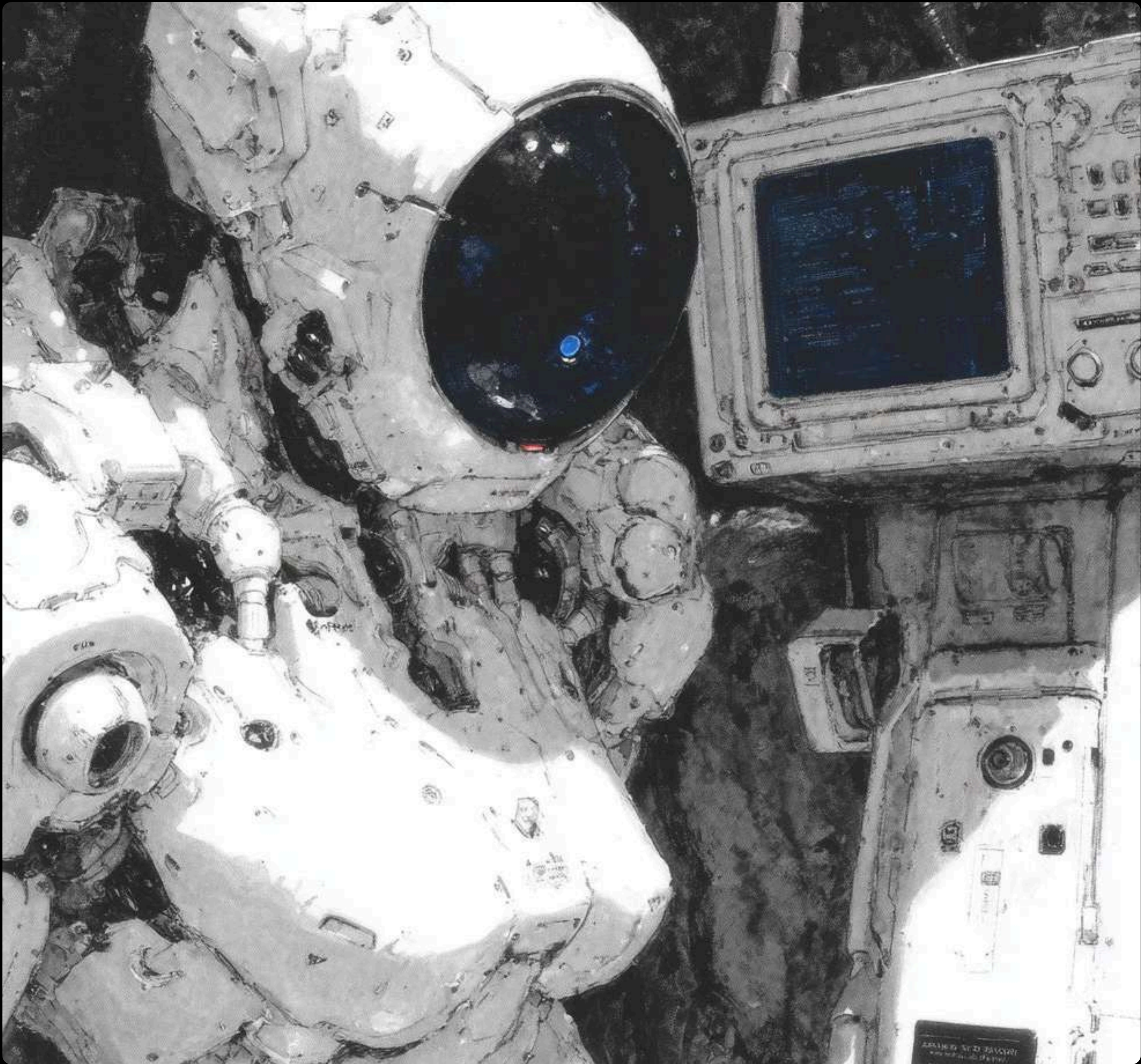












Angels

World Building™ Reference Guide V1 – Style 03

Angels | Sref & Profiles

--sref 4257554013  
480723110 --profile  
ajif6sp 6ayiabp --  
stylize 1000

This one goes hard for me, I'm not a fan of creating illustrative styles personally, but the themes and topics and how it blends manga with Gustav Klimt vibes really makes me resonate, and I want you to do something great with it.



Style 04

# Imperium





# Story Is King

A story needs characters, figures that actually live in the world you are building. When you are working in a scattered way, posting micro stories across social media, it is easy to fall into the trap of spitting out content and jumping from style to style hoping something lands.

My recommendation is to commit to one vision for at least three months. Find a small story, stay with its themes, and keep expanding them so your audience can follow the thread and begin to recognize it as yours.

There is real value in going deep into a world. You start noticing nuances in your process that later become useful across variations. World building becomes less about generating images and more about discovering internal logic.

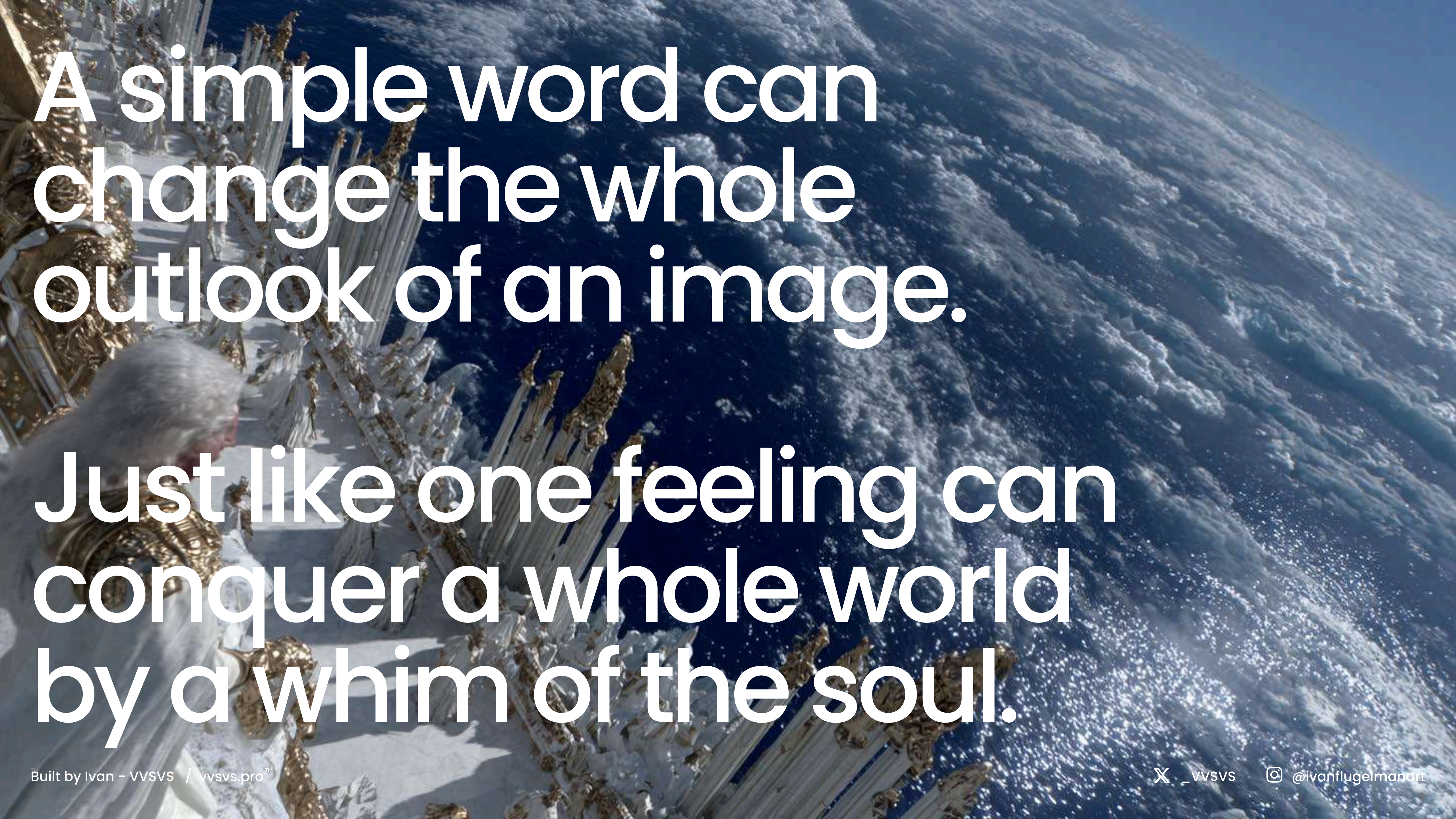
A simple storytelling principle applies here: coherence creates attachment. When a world has consistent rules, motifs, and emotional tone, people trust it. Even if you are posting fragments, single images, short captions, or mood shots, your audience starts stitching them together into a larger narrative. This is how myth making works. Repetition creates meaning.

That is where story earns its power.

Imagine scenes, characters, and moments worth showing, a battle being prepared, the fall of a king, or the birth of a hero. These anchors give your world weight.

In the end, story is what drives engagement. If people can follow it, they will see the thread and they will want to stay with it.





A simple word can  
change the whole  
outlook of an image.

Just like one feeling can  
conquer a whole world  
by a whim of the soul.



## Conquer

A civilization advanced enough to bend galaxies, yet still haunted by the same hunger for expansion, ritual, and glory that shaped its ancient origin.

Every world they conquer becomes another chapter in an endless myth they're writing about themselves half triumph, half warning.



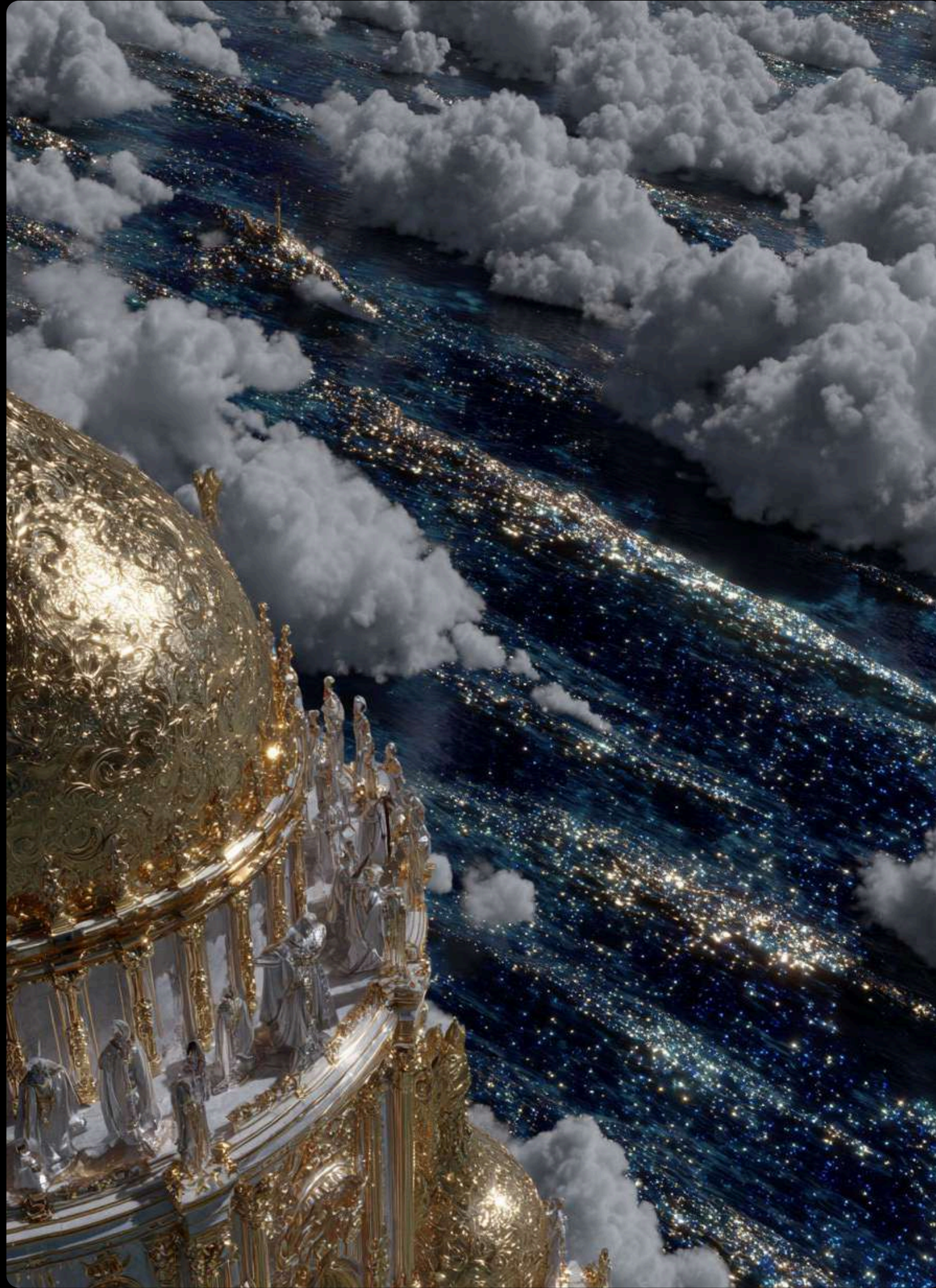














Imperium | Sref &amp; Profiles

```
--profile hnmb7hp  
ajif6sp --stylize 800
```

Surprise! I was shocked to realize that this is literally the same profile as the first, but just with changing the prompt to “Imperium” a whole new world unveiled to me, sparking a million ideas.



Style 05

# Golden Leaf





# The Hidden Order

Every world, even the most surreal, needs an internal logic. This is not about realism but about consistency. Once your world shows a certain behavior, rhythm, or visual rule, it has to follow it.

Audiences accept almost anything as long as it feels coherent.

World logic is the invisible structure that holds everything together. It shapes how light behaves, how characters dress, what symbols appear, and what emotional tone repeats across your scenes. Even abstract worlds have patterns, and once those patterns appear, people start trusting them.

Clear internal rules prevent your images from feeling random. They create a system, and that system is what makes a world believable. It helps viewers understand what belongs and what breaks the cohesion.

Strong logic also gives you direction. It reduces decision fatigue by telling you which characters fit, what architecture makes sense, which colors support the tone, and what elements feel out of place.

With good logic, your world stops being a collection of isolated visuals. It becomes a space with intention.

And once the logic is established, even small deviations carry meaning. A broken rule becomes a clue. A new visual element becomes a signal. This is why internal logic is essential.

It gives your world its own truth.



## The Kingdom of Midnight

Beneath the streets, the Court of the Silent Hour convenes.

Masked figures meet in secret chambers, deciding what must remain hidden and what must rise.

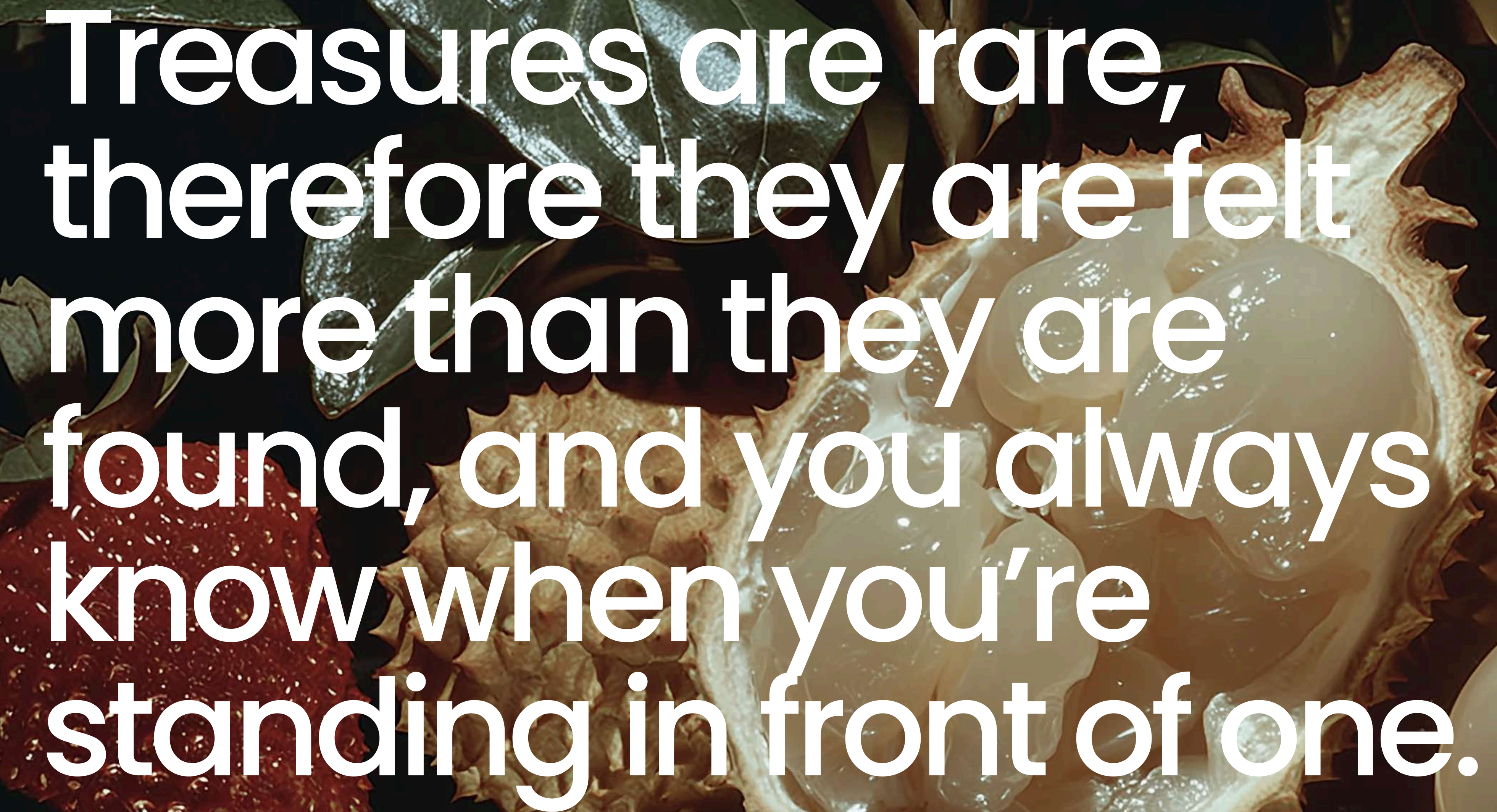
From their choices, new forms emerge.

Crystal-born beings step into the world, carrying the weight of decisions made in the dark.

This is the kingdom of midnight.

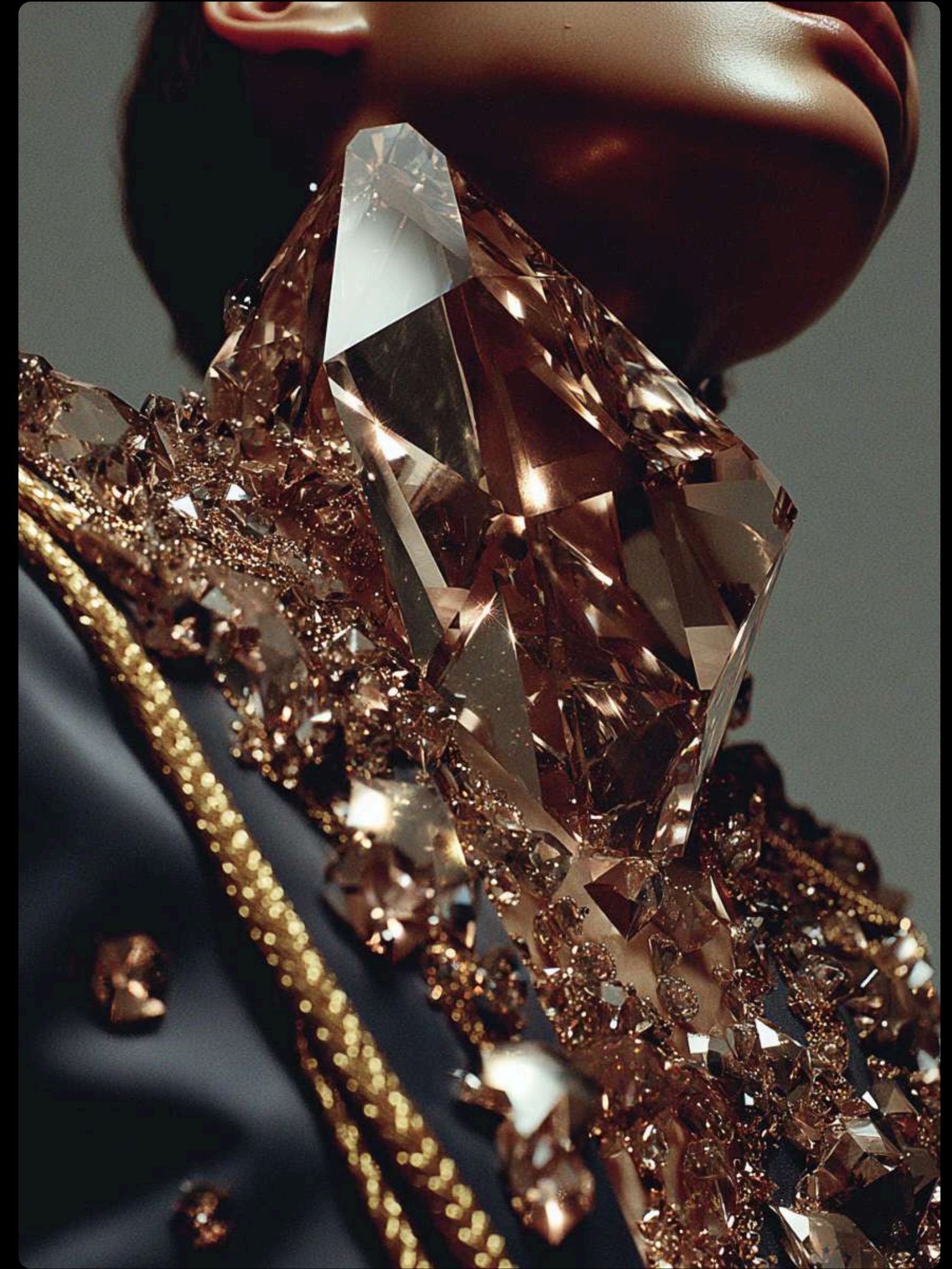






Treasures are rare,  
therefore they are felt  
more than they are  
found, and you always  
know when you're  
standing in front of one.

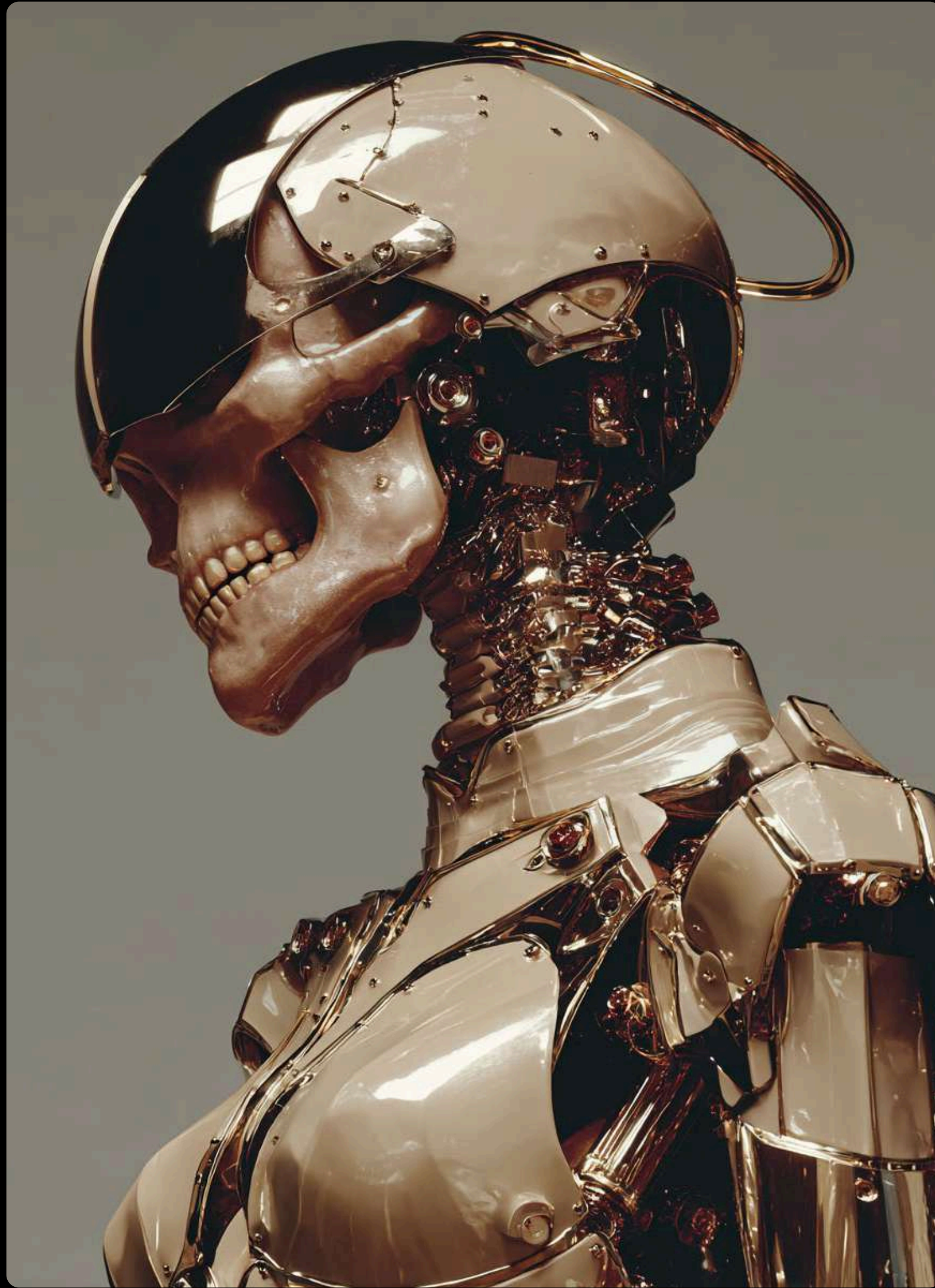














Golden Leaf | Sref &amp; Profiles

--sref 117504652  
2300450134 --  
profile o78csq7 --  
stylize 1000

An interesting blend, with the right amount of surrealism to deploy interesting overlaps that feel like portals, but also hide a certain dark edge behind all the luxurious feel.



Style 06

# Voronoi





# Visual Motifs

Visual motifs are the repeating shapes, symbols, colors, or objects that quietly stitch a world together. They act like a subtle signature. Even when viewers cannot explain why your work feels unified, these motifs are doing the work in the background. They offer a visual echo that lets your audience sense continuity without forcing attention.

A strong motif creates recognition. A certain animal shape, a specific shade of gold, a recurring architectural form, or a particular kind of fabric can become the thread that guides people through your world.

The more consistently you use these elements, the more intentional your universe feels.

Recognition becomes comfort, and comfort breeds engagement.

Motifs also carry layered meaning. A color might hint at hidden power, a symbol might mark a secret alliance, and a recurring material might reveal a culture's identity or history. Over time, these patterns build emotional memory.

They allow your audience to sense connections between images that seem unrelated on the surface, creating subtle arcs of meaning.

When motifs are present, your world gains structure. When they evolve, your story gains depth.

This is the value of repetition done with purpose. It creates familiarity, and that familiarity makes your style unmistakably your own. In turn, your audience begins to anticipate, recognize, and return.



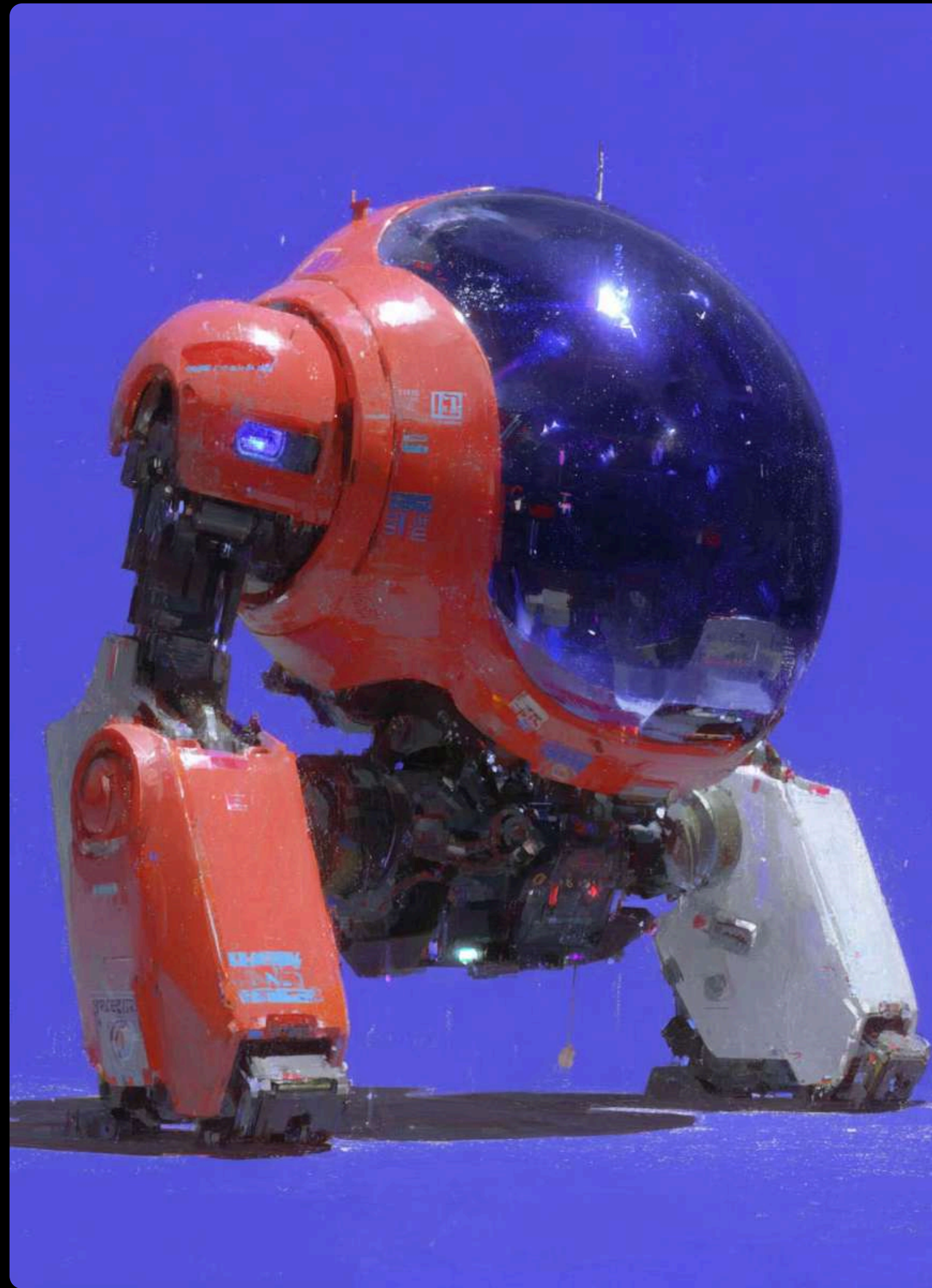
## Waiting for Centuries

The ones who wander here  
learn quickly that answers are  
never given directly, they are  
earned through patience,  
through courage,

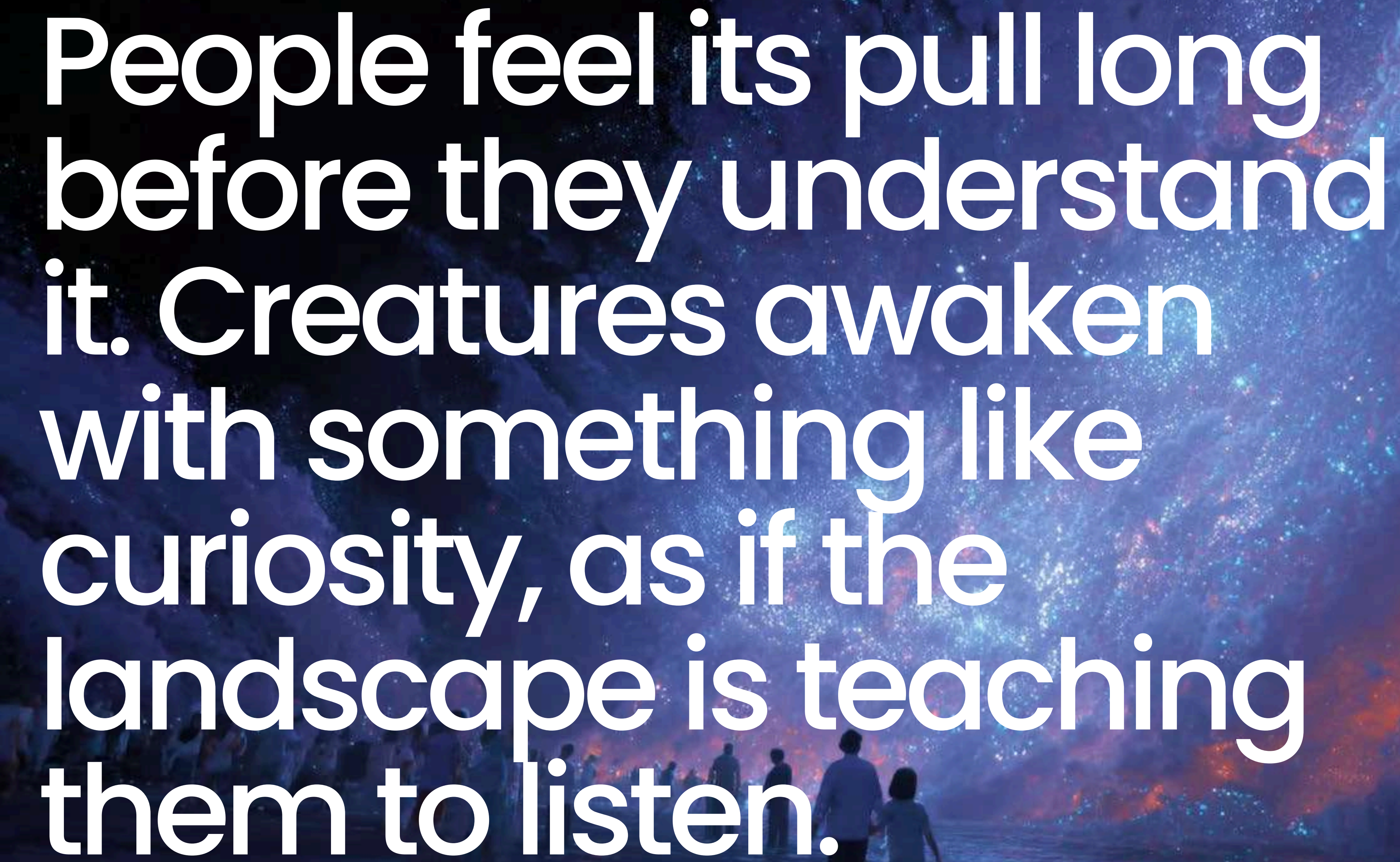
Through the willingness to step  
into the unknown.











People feel its pull long  
before they understand  
it. Creatures awakened  
with something like  
curiosity, as if the  
landscape is teaching  
them to listen.











Voronoi | Sref &amp; Profiles

```
--sref 1738250716  
3115425663 --profile  
o78csq7 --stylize  
1000
```

This one reminds me of the oil pastel illustrations that I do in real life (yes! I can draw, at least I try), I come from studios that did a lot of character design work so the vibes here are close to heart.



Style 07

# Miramis





# A Childhood Memory

Some of our strongest storytelling instincts come from the stories we heard as children, and from the ones we imagine passing on.

Childhood tales rely on pure imagery.

They use symbols, simple shapes, and clear colors that reach the imagination quickly.

These stories show that a world does not need complexity to feel alive. A forest becomes a trial, a river becomes a boundary, and an animal becomes a guide or a warning. Nothing is literal. Everything carries meaning. This simplicity is not naive. It is our first way of understanding reality.

Tapping into this space gives you a visual clarity that modern narratives often forget.

When you create as if telling a story to a child, you focus on what truly matters.

Children's stories feel magical because they distill life into something direct. They turn fear into creatures, courage into heroes, and curiosity into doors that open to new worlds. This is why they stay with us long after childhood ends.

Using this energy in your world building gives your images a timeless quality.

Viewers sense something familiar even inside unfamiliar worlds. The symbols resonate, the colors support emotion, and the quiet wonder creates a bridge between your world and theirs.

This is the value of returning to the stories we grew up with, and the ones we may share in the future. They remind us that strong worlds often come from simple shapes, honest emotions, and magic that does not need explanation.



## A White Stallion

Miramis is a horse that feels like it belongs to legend more than to earth.

It carries a quiet strength that reveals itself slowly, not through force, but through presence.

Miramis moves with a grace that seems inherited from old stories, as if every step remembers something ancient, something passed down through whispers rather than bloodlines.







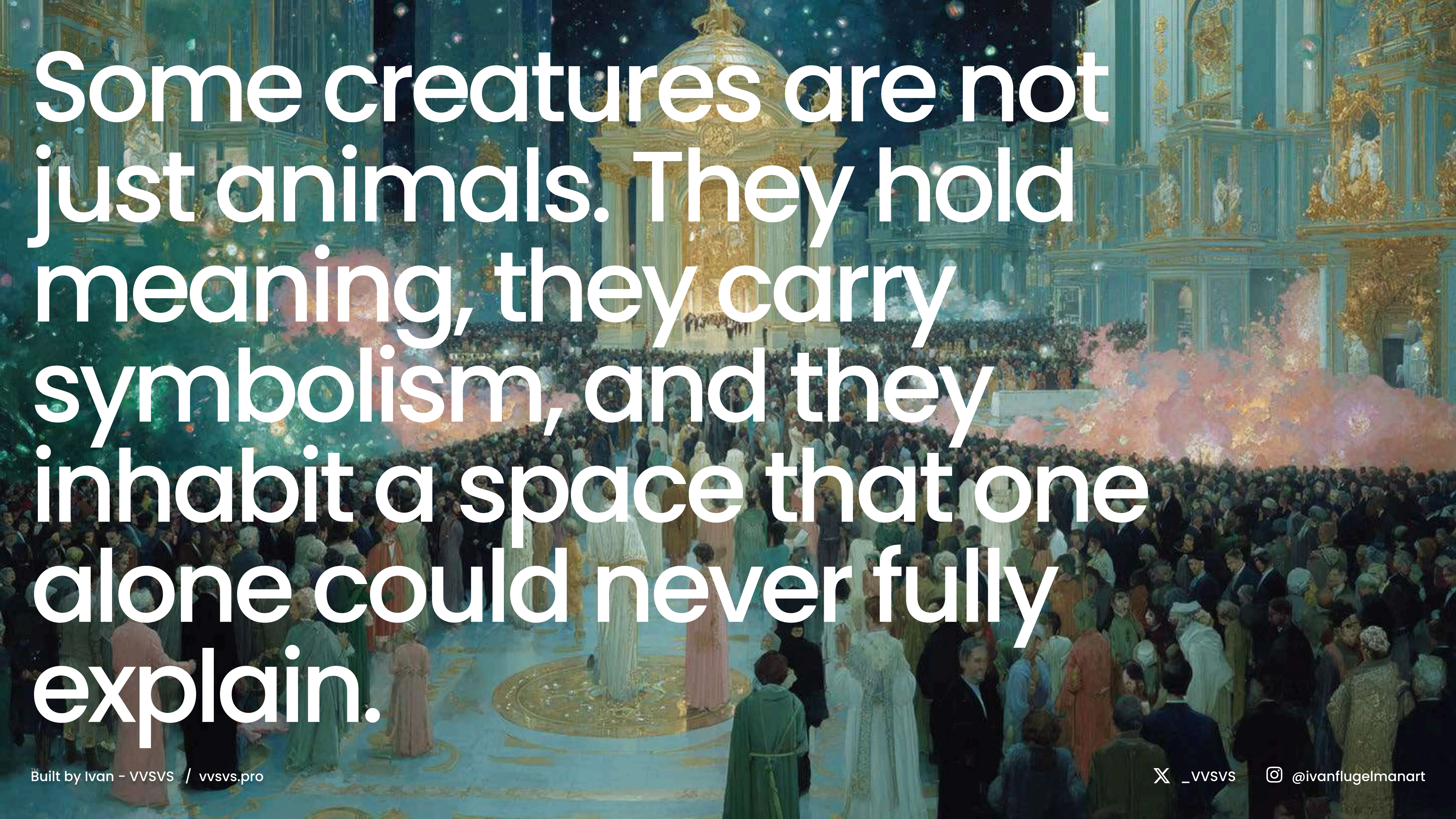












Some creatures are not just animals. They hold meaning, they carry symbolism, and they inhabit a space that one alone could never fully explain.



Miramis | Sref &amp; Profiles

```
--sref 497106809  
1258733889 --  
profile o78csq7 --  
stylize 1000
```

The name Miramis comes from the horse from the child's book "Mio my Son" from Astrid Lindgren, a beautiful story that I used to teach my son how to read. The enemy, knight Kato represent the fact that when your heart turns to stone, you lose your soul.



Style 08

# Mandala





# Inner Visions

Ritualistic and shamanistic imagery appears in almost every culture, and there is a reason it feels so familiar. Masks, fire, sacred patterns, and altered states touch something deep in us. These symbols existed long before written language, and our minds still react to them instinctively.

The mystical is powerful, but also easy to misuse. When it becomes decoration, it loses its weight. When used with intention, it creates a sense of ceremony. It makes a world feel charged, as if something unseen is shaping what we are looking at.

Psychedelic visuals amplify this effect. They echo the patterns and visions people describe in altered states of mind. They are not literal images, but expressions of how the brain tries to interpret the internal world. Bringing this into storytelling creates a feeling of crossing into a space where thought becomes visible.

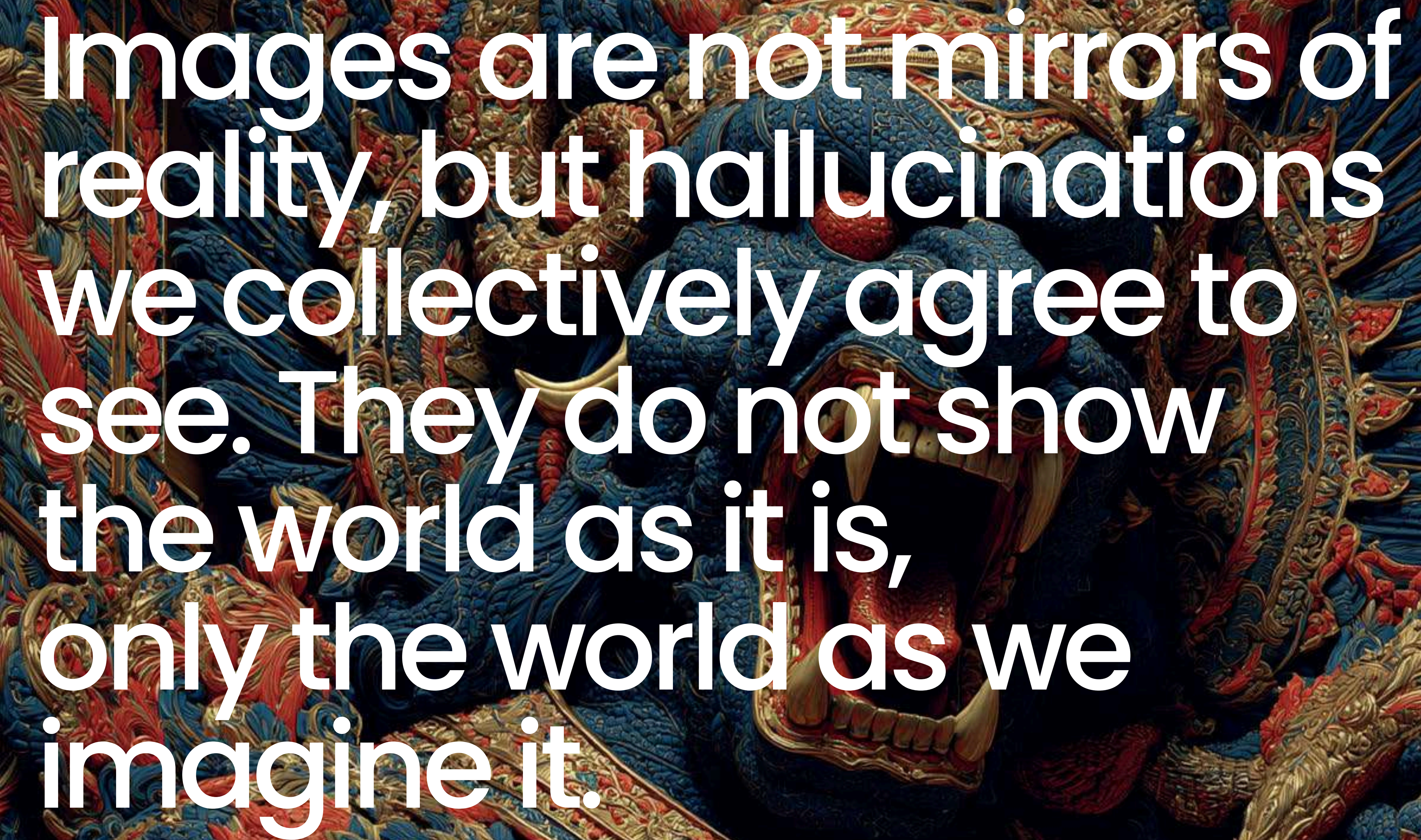
This mixture of ritual and hallucination gives your world a symbolic layer.

It makes scenes feel dreamlike and psychological, not just visual. The viewer senses meaning even before they understand it.

This is why mystical imagery remains so compelling.

It connects to the oldest part of human imagination, and it reminds us that stories are also about the unseen forces inside us, the ones we try to understand through symbols.





Images are not mirrors of reality, but hallucinations we collectively agree to see. They do not show the world as it is, only the world as we imagine it.



## Imagination or Hallucination

An image is never neutral.  
It rearranges meaning,  
condenses experience,  
and turns abstraction into  
something that feels tangible.

The more images surround us,  
the more we forget they are  
inventions, crafted surfaces  
pretending to be truth,  
guiding how we think without  
ever asking permission.

Every image is a spell.

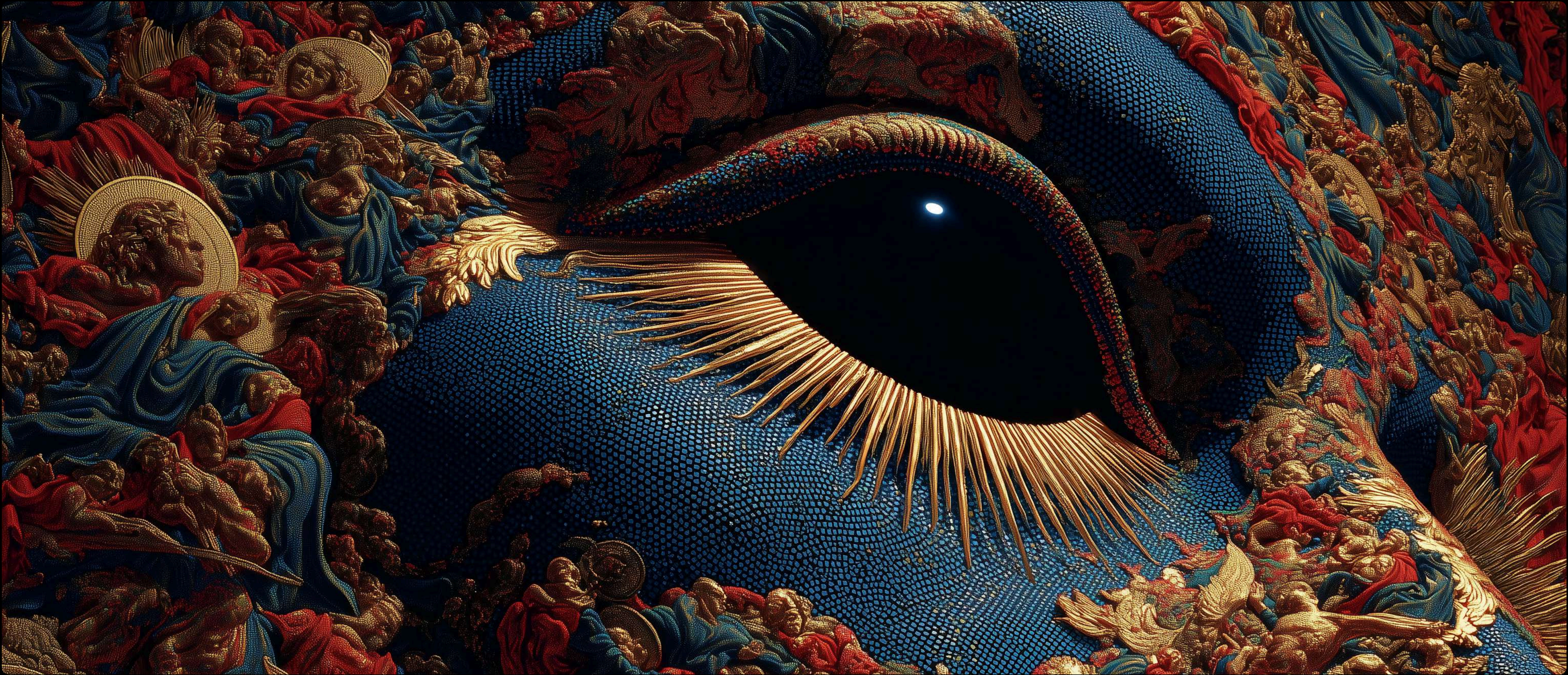
It shapes perception, bends  
understanding, and creates a  
version of reality we willingly  
hallucinate into existence.



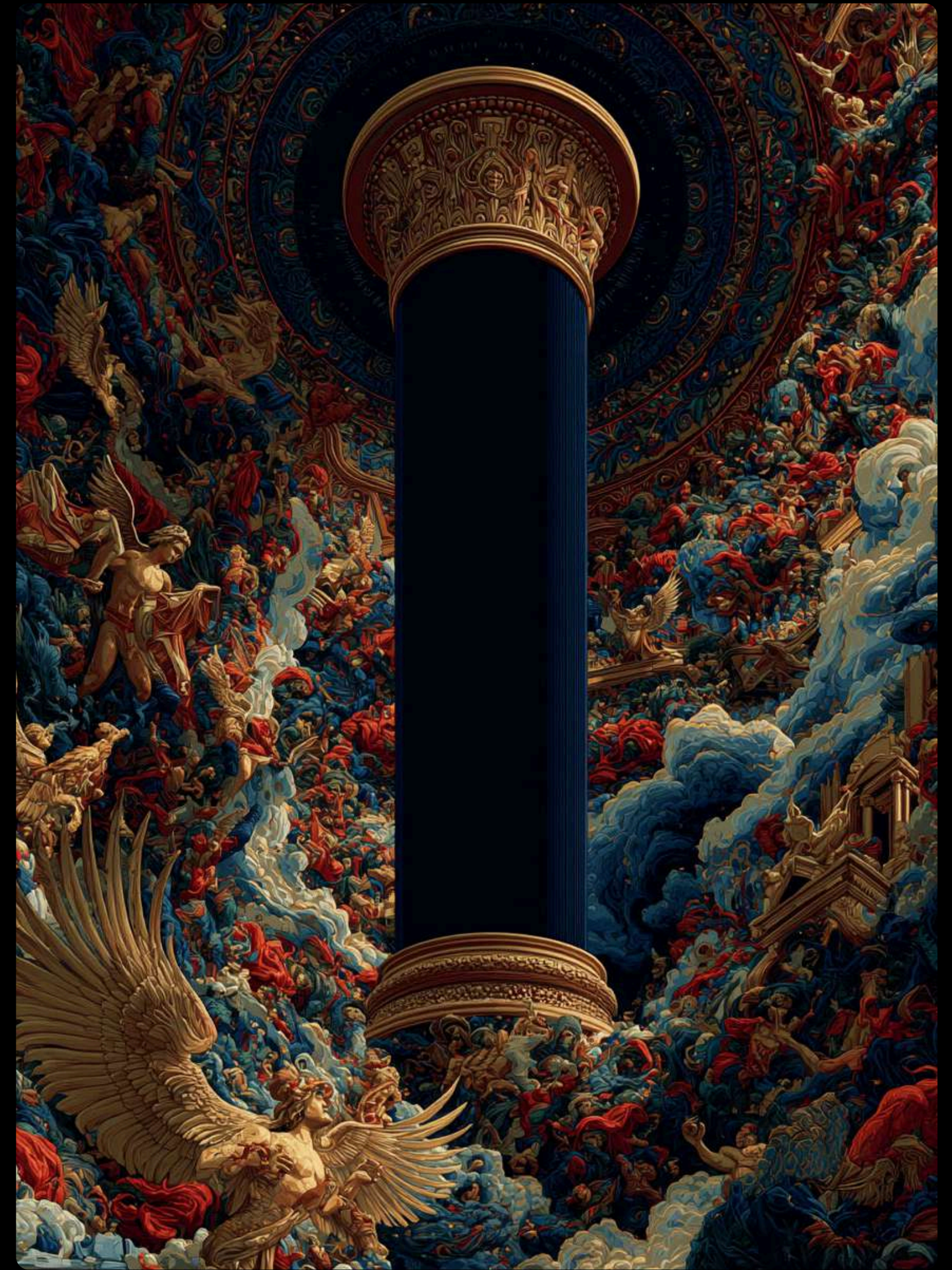
















Mandala

World Building™ Reference Guide V1 – Style 08

Mandala | Sref & Profiles

--sref 202022303  
2421432340  
1291650554 --  
profile o78csq7 --  
stylize 1000

This style offers a lot of interesting ideas and overlaps. It generates figures made of galaxies and universes. It delivers a gargantuan impact with its bold imagery and themes, use it with caution to bring the knowledge of the universe to your audiences.



Style 09

# Arcadia





# Nostalgia Is A Drug

Nostalgia is a powerful storytelling trigger because it bypasses logic and goes straight to emotion.

It brings back images, sounds, and colors we thought we had forgotten, and it carries a sense of warmth that feels instantly personal.

Even when the memories are imperfect or idealized, the emotional charge remains real. This pull is why nostalgia can shape a story before a single word is spoken.

The 80s aesthetic carries this effect in a very specific way. Neon lights, grainy film, chrome highlights, arcade colors, and analog imperfections create a mood that feels safe, cinematic, and full of possibility. It is a vision of the past that imagined the future with innocence, optimism, and a little bit of chaos. That mixture creates a tone that still resonates today.

When nostalgia enters visual storytelling, it creates immediate trust.

Viewers feel anchored because the imagery feels familiar, even if they never lived in that decade. The VHS texture, the soft glow, the simple shapes, the retro gadgets, all evoke a world where things felt both mysterious and accessible.

Applied to World Building, these nostalgic principles offer a rich foundation. They help define tone, atmosphere, and emotional direction.

A retro color palette can shape the mood. An old analog object can become a symbol. A familiar visual motif can make a new world feel lived in. Used with intention, nostalgia becomes more than a reference. It becomes a bridge between the viewer's memory and the world you are creating.



## Living Inside A Glowing Dream

Growing up in the 80s felt like living inside a glowing dream you never fully understood.

Neon lights washed over everything, colors humming with their own electricity, turning ordinary streets into miniature worlds.

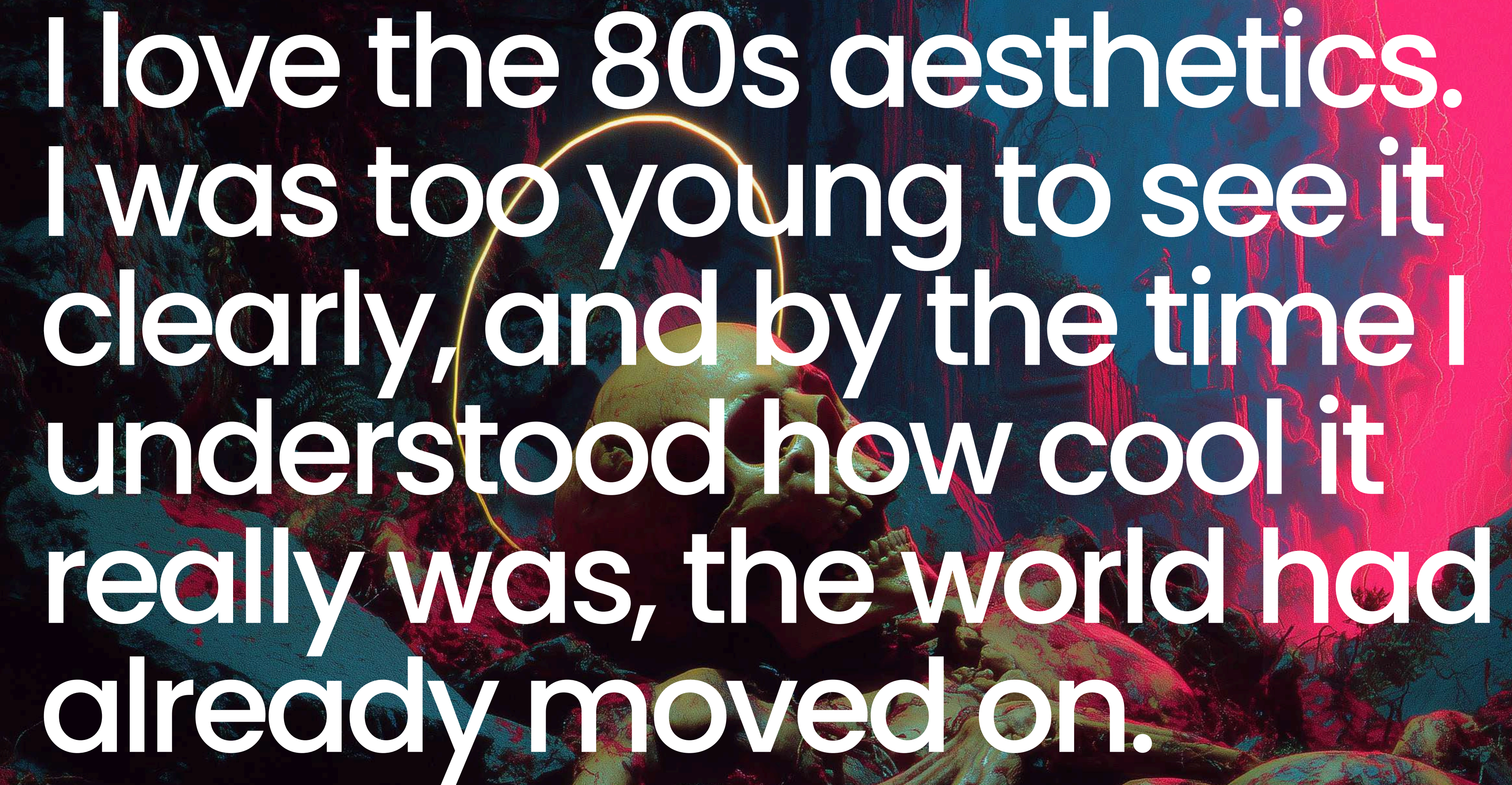
Arcades were the heart of it. Rows of machines blinking in the dark, pixelated universes stacked side by side, each one pulling you in with sound and light.









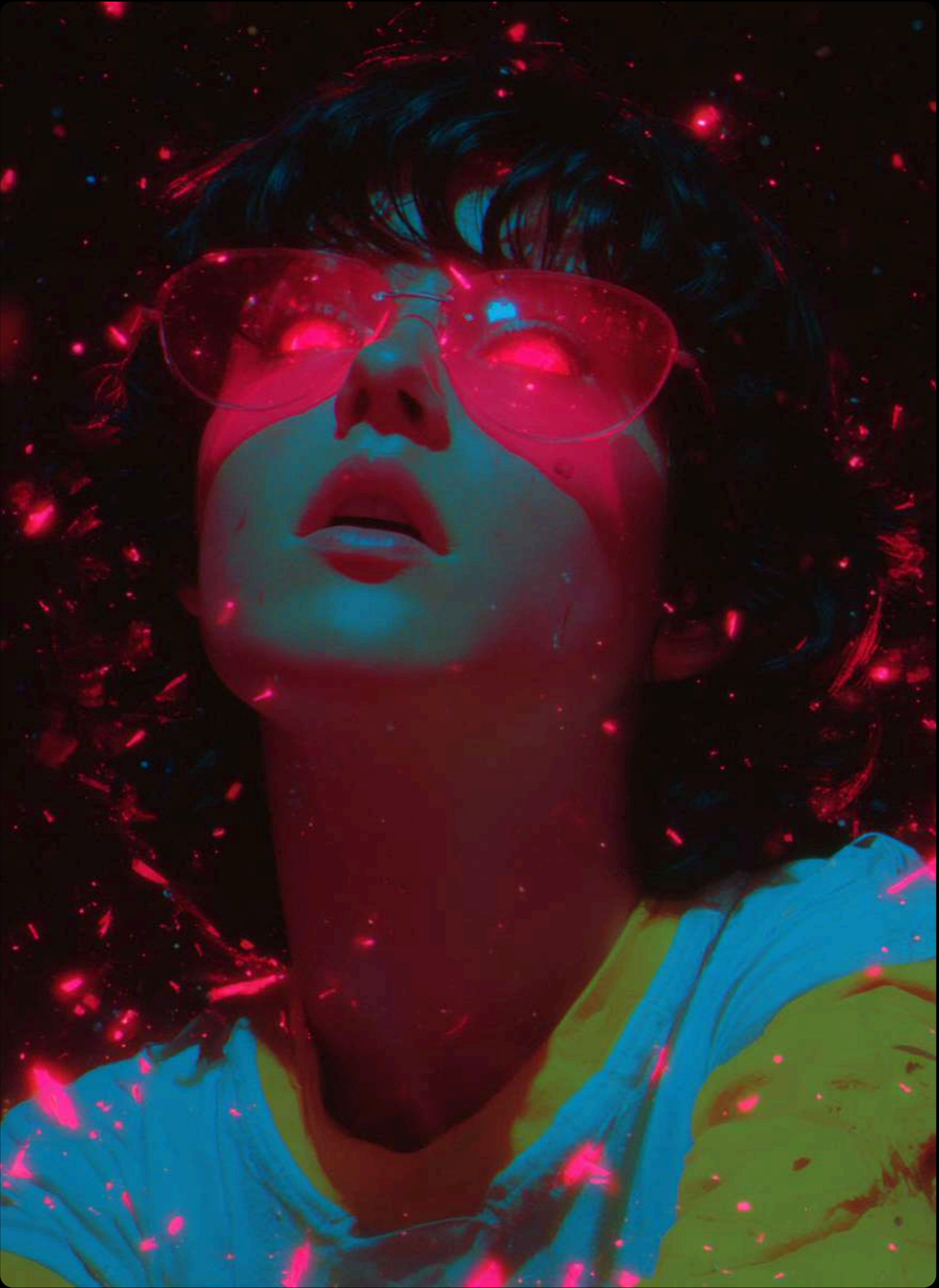
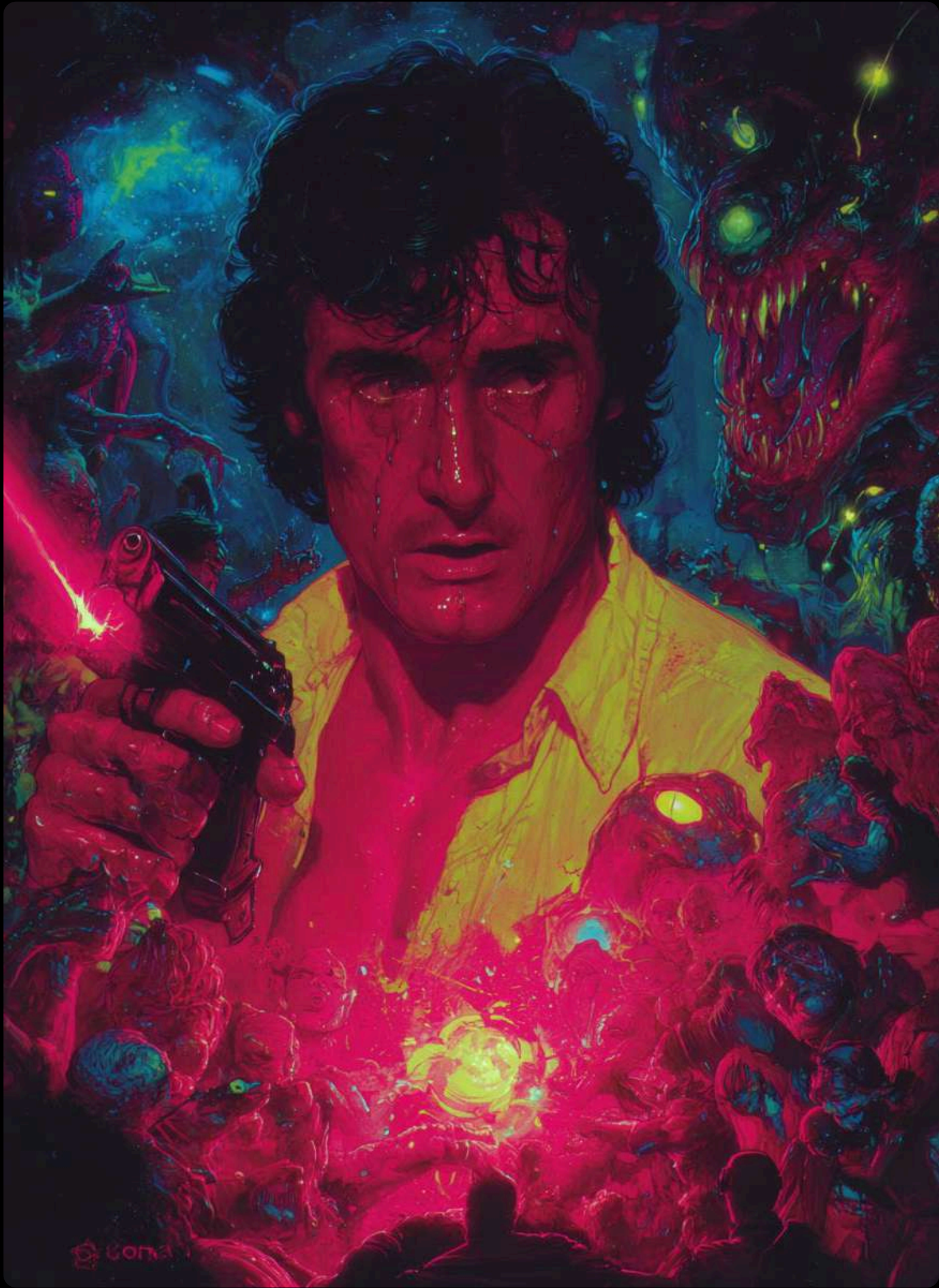


I love the 80s aesthetics.  
I was too young to see it  
clearly, and by the time I  
understood how cool it  
really was, the world had  
already moved on.











Arcadia | Sref &amp; Profiles

```
--sref 117504652  
2300450134 --  
profile o78csq7 --  
stylize 1000
```

This is for me, the jewel of this guide. A style that blends so well the 80s neon with the imagery of the time in a modern way. I see this output and I get feelings on a part of my brain I cannot put into words, somehow, I can taste the velvet glow at the back of my tongue.



Style 10

# Reykjavik





# Realism Also Builds Worlds

Style is not limited to illustration.

Photography also shapes worlds through mood, light, and color. LUTs, grain, and subtle corrections can turn a simple scene into something atmospheric. Small shifts in tone change how a viewer feels before they process the image.

When photography follows the same ideas of story, theme, and character, it becomes cohesive.

A color palette can act as a signature. A repeated mood builds continuity. A certain lens or framing becomes part of your visual language.

Realism gives all of this weight. It keeps the viewer connected to daily life, even when the tone is stylized. Because the world feels familiar, you can push emotion and symbolism further without losing clarity.

These principles can move beyond photography.

Adding grain, texture, or light imperfections to illustrated or AI images breaks digital smoothness and creates a more tactile surface. It blends realism with stylization in a natural way.

Used like this, photography becomes a foundation.

It anchors the world, gives it mood, and makes every style feel more believable and lived in.



## Zero Frequency

Zero frequency is a place  
where everything goes quiet.

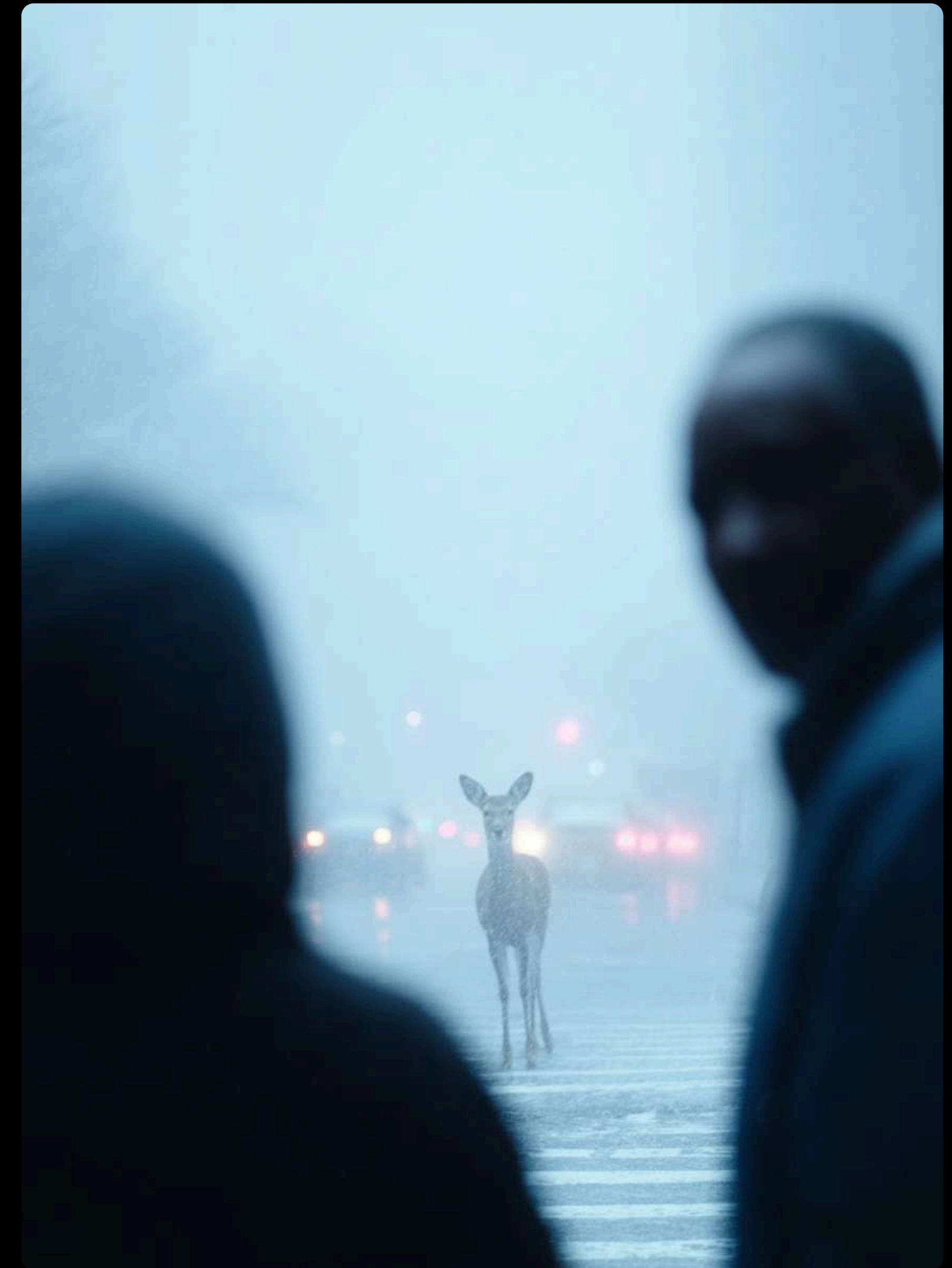
No vibration.  
No movement.  
No mental noise.

It is the moment where the  
mind stops reacting  
and you feel the world without  
interpreting it.

A space without sound,  
without pressure,  
just a clean pause  
before anything begins again.



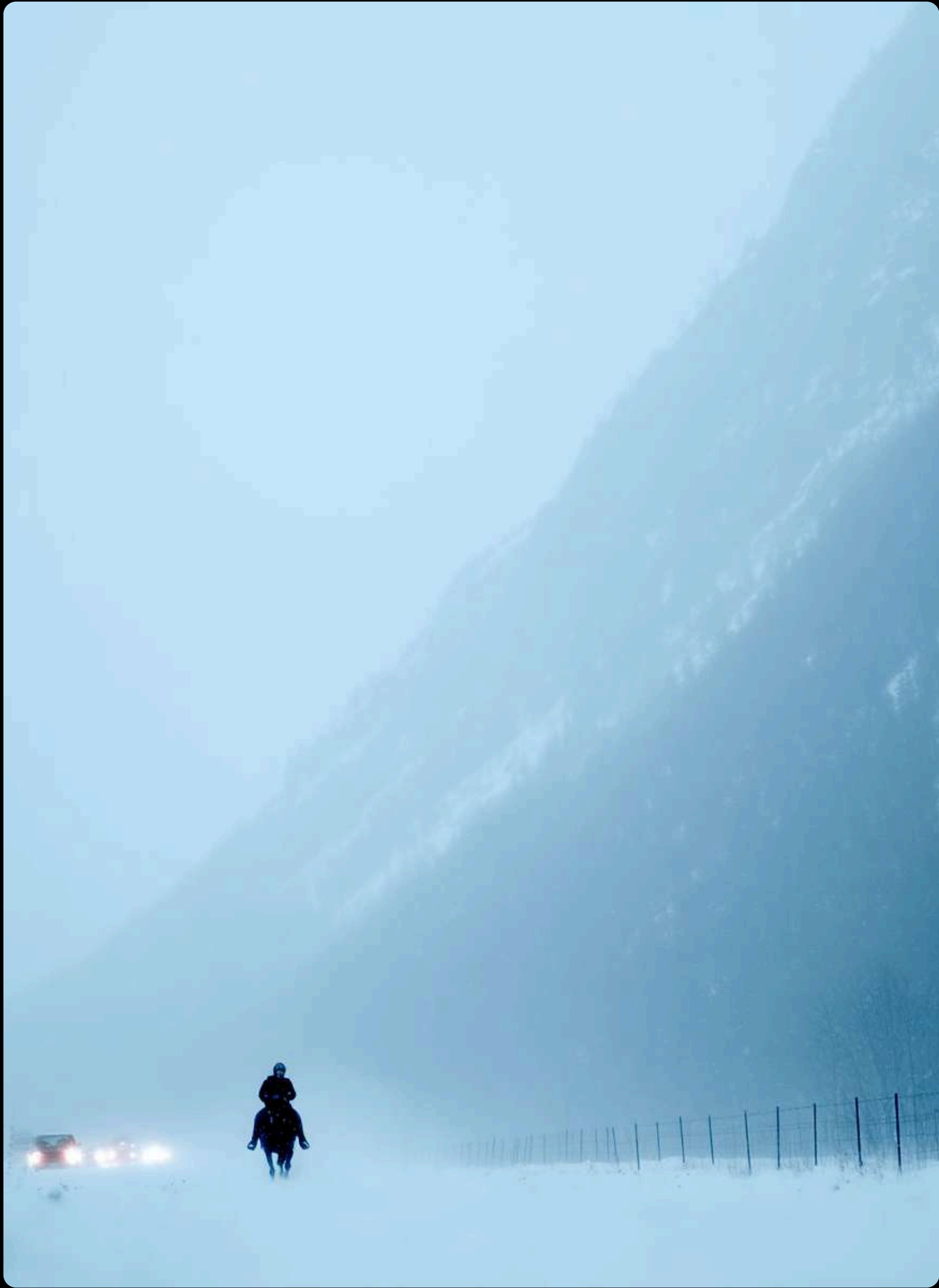




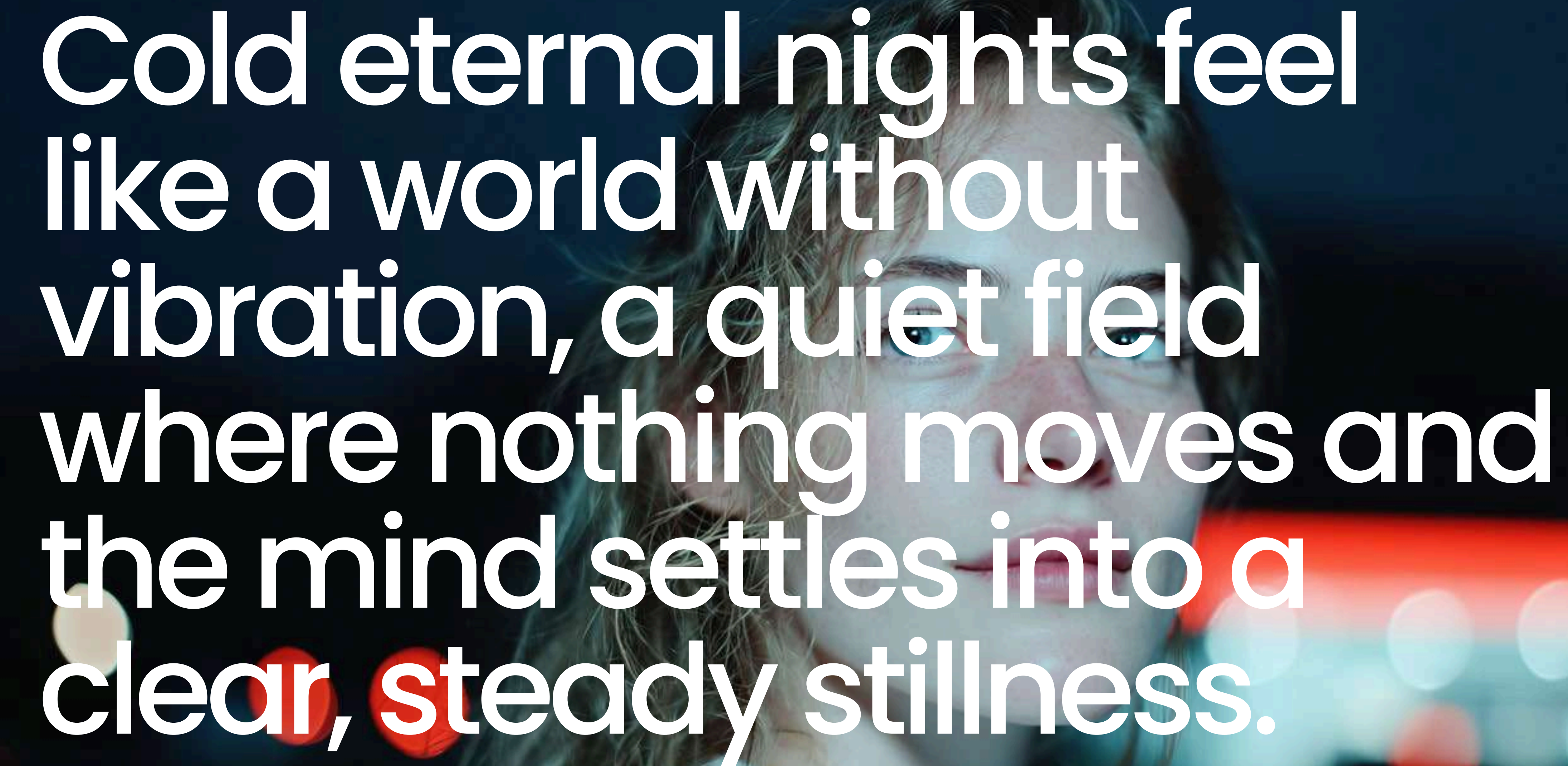










A close-up, slightly out-of-focus portrait of a woman with long, wavy brown hair, looking directly at the camera. The background is dark with vibrant, out-of-focus bokeh lights in shades of red, orange, and white, suggesting a city street at night. The overall mood is contemplative and serene.

Cold eternal nights feel  
like a world without  
vibration, a quiet field  
where nothing moves and  
the mind settles into a  
clear, steady stillness.





Reykjavik

World Building™ Reference Guide V1 – Style 10

Reykjavik | Sref & Profiles

--sref 4079625911  
1450503034 --  
profile o78csq7 --  
stylize 1000

I wanted to include a style that is purely realistic. This particular photographic feels very quiet. The minimalism of the imagery helps with the muted landscapes and lonely roads. The subtle metallic blue and red color palette really tie everything together beautifully.



# Final Thoughts

I want the internet to be a more beautiful space.

Finishing this guide meant a lot to me. I did not just want to drop cool visuals. I wanted to show how I think about World Building as a way to expand your work.

Yes, it is a quick guide. Some parts may feel shallow, especially the storylines. But every style here is an invitation. Each one calls for a story, for expansion, for you to take it further. I am simply placing the seed in your hands.

With this guide I am opening the door to how I approach my own projects, what I think about, what I question.

Sometimes there are more questions than answers, but better questions always lead to better results.

Everyone has their own process, but a lot of what I see out there feels random. With a bit more intention, we can push AI generated work into the level it deserves.

There is real value in consistency. If there is one thing I want you to take from this, it is to be more conscious about how you approach the discovery phase of what you want to share with the world.

The GenAI art space grows every day. The bar rises with it. We need to elevate our craft.

To me, the best artists are the ones who make all the AI artifacts disappear. The magic happens when you no longer see the medium, only the final piece, standing on its own as a real image, something original.

Take these ideas and run with them.

Share what you make with me on X. I want to see where you go.

See you in the latent space,





# Questions?



Email Me

ivan@vvsvs.pro



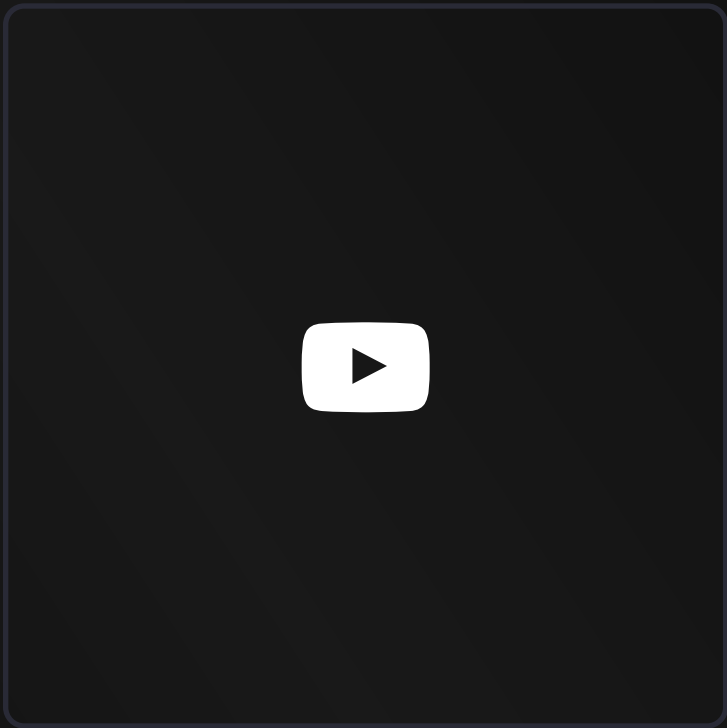
This Codex is Vol 1. The VVSVS archives are opening slowly. To be notified of the next drop before the public, initialize here.



X



Instagram



YouTube



Substack



# Thank You!

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