

UNVARNISHED REVIEWS

Midjourney vs. Adobe Firefly vs. Canva: The AI Image Generation Verdict

Unvarnished Reviews Research

Market Position: Image Generation Becomes a Rights Question

AI image generators produce pictures from text descriptions. Two years ago the question was image quality. The question now is who owns the output, what the model was trained on, and who pays if a rights holder objects. The 2025 studio lawsuits turned training data and commercial-use terms into buying criteria.

Midjourney is the defendant in the most prominent case. Disney and Universal sued in June 2025, Warner Bros. Discovery followed, and the studios consolidated their cases in November 2025. They describe the platform as a "bottomless pit of plagiarism." Midjourney responded in August 2025 that copyright does not give rights holders total control over uses of their works, that fair use applies, that its terms prohibit infringement, and that resemblance alone does not establish liability. It also noted that studio employees subscribe to Midjourney and that Disney's chief executive has praised AI as an artistic tool. By May 2026 the parties were in a discovery dispute before a magistrate judge, and a trial date had not been reported.

Adobe and Canva sit on different sides of the legal question. Adobe positions Firefly as commercially safe because its Firefly models are trained on licensed content, and it offers indemnification on eligible enterprise plans, while its credit system also lets users call partner models from other companies that carry different terms. Canva grants users commercial rights to AI output and its design suite is the main product. The market is splitting between standalone generation, generation inside professional design tools, and generation inside everyday design software.

Midjourney: The Upside

Midjourney is known for distinctive, detailed output. Reviewers praise detailed, distinctive images and fast creative results, and users rate it 4.4/5 across about 101 reviews and cite realistic imagery among its strengths. It is the generator most associated with an artistic look that is hard to reproduce elsewhere, and its plans include video generation, launched in June 2025.

Generation capacity scales with the plan. Standard includes 15 Fast GPU hours a month and unlimited image generation in Relax mode, which runs slower. Pro and Mega add unlimited Relax video, Stealth Mode that hides generations from the public gallery, and higher concurrency. Extra Fast time costs \$4 an hour on every plan.

Commercial use is allowed on every plan. The one condition is revenue: a company with more than \$1,000,000 in gross annual revenue must use Pro or Mega.

Midjourney: The Downside

It faces a copyright suit from three major studios. The case is unresolved. Midjourney's fair use defense is a legal argument, not a finding, and a court could rule either way. Midjourney publishes no training-data licensing and no indemnification that was found in the sources reviewed, so a customer who publishes a generated image carries the risk. Review the current terms of service with counsel before using output in client work.

It is a generator, not a design tool. A reviewer notes that editing a generated image requires regenerating it, another finds it less suited to precise or photorealistic results, and another says pricing adds up quickly for frequent users. Layout, text, brand kits, and publishing all happen in other software. Those are a handful of comments from a small review base.

There is no free trial. The free trial was discontinued in March 2023, so the cheapest way in is the \$10-a-month Basic plan, which includes about 3.3 Fast GPU hours, no Relax mode, and standard-definition video only. Support scores are the lowest of the three at 7.7 on the 63 reviews available.

Adobe Firefly: The Upside

Firefly sits inside the tools designers already use. Generative Fill, Generative Expand, text to vector graphics, and video generation run in Firefly, Photoshop, Illustrator, and Premiere, and Adobe says standard Firefly features are unlimited on every paid plan and do not touch the credit balance. Users rate it 4.4/5 across about 357 reviews, with ease of use 8.5, ease of setup 8.6, and quality of support 8.7, ahead of Midjourney on all three.

It is the only one with a documented enterprise indemnification. Adobe trains its Firefly models on licensed content and offers intellectual property indemnification on eligible enterprise plans. Coverage attaches when a user downloads or exports output from eligible surfaces, including the Firefly website, Photoshop, Illustrator, Premiere, and the Firefly APIs. Adobe's published position is the strongest of the three on training data.

Plans start low and offer a choice of models. Standard costs \$9.99 a month with 2,000 credits, Pro \$19.99 with 4,000, Pro Plus \$49.99 with 10,000, and Premium \$199.99 with 50,000. A free tier has daily limits. Users can also choose partner models, including Google Gemini, ChatGPT Image, and FLUX, though those draw credits.

Adobe Firefly: The Downside

Indemnification is narrower than the marketing suggests. It applies only where the customer's agreement references Adobe's Firefly product description, covers the listed features only, excludes beta and trial features, and does not cover partner models that Adobe did not train unless the agreement also references Adobe's partner model supplemental coverage. Adobe also notes that outputs may not be unique, so similar content may be generated for others, which matters for a logo or brand asset. A sole proprietor on a \$9.99 plan should not assume coverage. Have counsel confirm the scope in the signed agreement.

Credits, expiry, and promotions complicate cost. Credits reset on the billing date and do not roll over. Premium features such as video, translation, sound effects, and partner models draw credits, and the cost varies by model and resolution. Allowances do not pool across users and administrators cannot set per-user caps. Adobe's unlimited generation promotion lasts 12 months from the start of an eligible individual plan, excludes Standard, Teams, and Enterprise, works only on the Firefly website and mobile app, and can change at any time. First-year discounts on Pro Plus and Premium revert to list in year two.

Accuracy is the top complaint. Users cite inaccuracy and inaccurate results as the leading cons, in 71 and 55 reviews respectively. Prompt results often need edits.

Canva: The Upside

Canva is the best-reviewed and the lowest entry cost. Users rate it 4.7/5 across more than 7,600 reviews, with ease of use 9.4, ease of setup 9.5, and quality of support 8.8, and praise ease of use and templates. Pro costs \$144 a year for one person and Business \$250 a year per person, according to Canva's pricing page, and the Free plan includes up to 20 AI uses.

Generation is part of a finished-design workflow. AI image generation sits beside templates, brand kits, approvals, and publishing, so a marketing team can generate, lay out, and export in one place. The Affinity design software, which Canva acquired in 2024, is free in 2026, although its generative features require Canva Pro.

Commercial rights are clear. According to a third-party summary of Canva's AI product terms, which Canva updated in November 2025, Canva makes no copyright ownership claim over input or output, commercial use is allowed on all plans, and Business, Enterprise, and Education content is never used for model training.

Canva: The Downside

Indemnification is for large enterprises only. A third-party summary says Canva Shield, which covers third-party intellectual property claims over Magic Studio output, is available to Enterprise customers with 100 or more seats, and that Business and lower plans have none. Canva's pricing page text we could read did not mention it, so confirm it with Canva.

Billing and support draw complaints on the consumer review site. Canva scores 2.3/5 on 2,645 reviews there, according to a third-party summary, with 57% of reviewers giving one star. The most frequent complaint is being charged after cancelling a trial, followed by poor customer service and confusing subscription charges. The professional review sites show the opposite pattern, so the complaints concentrate among individual subscribers who dispute billing.

The 2024 team pricing change still shapes trust. In September 2024 Canva replaced the flat-rate Teams plan, \$119.99 a year for up to five people, with per-seat Business pricing, which one estimate puts at roughly \$500 a year for five people. Canva later grandfathered many existing customers and committed to at least 60 days' notice before future price changes, according to a competitor's account that we could not confirm with Canva.

AI allowances are shared and capped. All AI tools draw from one monthly pool, failed generations count, and the AI Pass add-on price appears only at checkout. Users cite limited features and premium assets locked behind paid plans among their cons, and Canva has no offline mode or editable PSD export, according to reviewers.

Platform Ratings at a Glance

Platform	G2 Rating	G2 Reviews	Trustpilot	Note
Midjourney	4.4 / 5	About 101	No meaningful Trustpilot presence identified	Support score 7.7; studio copyright lawsuit pending
Adobe Firefly	4.4 / 5	About 357	No meaningful Trustpilot presence identified	Accuracy is the top complaint; indemnification limited to eligible enterprise plans
Canva	4.7 / 5	More than 7,600	2.3 / 5 (2,645 reviews, per a third-party summary)	Billing and trial-charge complaints on Trustpilot

Canva's professional rating comes from a review base roughly 20 times larger than Midjourney's and 20 times larger than Firefly's, so the comparison is not like for like. Midjourney's score rests on about 100 reviews, and some of its themes rest on three to five. The Trustpilot split on Canva shows that billing and refunds, not image quality, are where its dissatisfied customers concentrate.

Pricing (October 2026)

Platform	Entry Tier	Mid Tier	Top Tier	Pricing Model
Midjourney	Basic, \$10 a month (\$8 annual): about 3.3 Fast GPU hours, no Relax mode	Standard, \$30 (\$24 annual): 15 Fast hours, unlimited Relax images. Pro, \$60 (\$48 annual): 30 Fast hours, Stealth Mode	Mega, \$120 (\$96 annual): 60 Fast hours	Subscription by GPU time; extra Fast time \$4 an hour; no free trial; Pro or Mega required above \$1,000,000 in company revenue
Adobe Firefly	Free with daily limits; Standard, \$9.99 a month, 2,000 credits	Pro, \$19.99, 4,000 credits; Pro Plus, \$49.99 (\$34.97 on a first-year offer), 10,000 credits	Premium, \$199.99 (\$139.91 first-year), 50,000 credits; enterprise terms quoted	Monthly credits that reset and do not roll over; standard features unlimited; indemnification on eligible enterprise plans
Canva	Free, \$0: up to 20 AI uses	Pro, \$144 a year for one person: 10x the Free AI allowance	Business, \$250 a year per person: 20x the Free allowance; Enterprise quoted	Per person per year; AI draws from one shared monthly pool; AI Pass add-on priced at checkout

Midjourney's prices come from a third-party article updated in June 2026; Firefly's come from a third-party tracker checked in August 2026 and an enterprise licensing guide listing the same four prices in September 2026; Canva's come from its pricing page. Other sources list different Canva prices, including \$180 a year for Pro, so confirm at checkout. Prices exclude taxes.

TCO Comparison: Five-Person Marketing Team, One Year

Scenario: five people generating and using AI images for marketing, on annual billing, at list prices, with no enterprise agreement.

Line Item	Midjourney	Adobe Firefly	Canva
Lowest realistic plan	Standard: $5 \times \$24 \times 12 = \$1,440$	Standard: $5 \times \$9.99 \times 12 = \$599$	Pro: $5 \times \$144 = \$720$
Higher plan	Pro: $5 \times \$48 \times 12 = \$2,880$	Pro: $5 \times \$19.99 \times 12 = \$1,199$	Business: $5 \times \$250 = \$1,250$
Design and layout tools	Not included	Express Premium and web Photoshop on Pro and above	Included
Overage	\$4 per extra Fast hour	Credit add-ons, price not confirmed	AI Pass, price shown at checkout
Indemnification	None found	Enterprise agreement only	Enterprise, 100+ seats only
Year 1 total, modeled	\$1,440-\$2,880	\$599-\$1,199	\$720-\$1,250

The totals are close, so the plan matters more than the vendor. Midjourney costs about twice the others because its Pro plan, which a company above \$1,000,000 in revenue must buy, is \$2,880 for five people. Canva's total buys a design suite, while Midjourney's and Firefly's buy generation only, and a team that needs layout would add another tool. Firefly's per-seat Creative Cloud team pricing was not available in the sources, so the Firefly range reflects standalone plans.

Costs the Pricing Table Misses

- **The rest of the workflow.** Midjourney does not edit, lay out, or publish, so add the cost of a design tool.
- **Credit expiry.** Firefly credits and Midjourney Fast hours reset every billing cycle and do not roll over, so unused capacity is lost.

- **Revenue-based plan requirement.** A company above \$1,000,000 in gross annual revenue must buy Midjourney Pro or Mega, which roughly doubles the Standard-plan cost.
- **Promotion expiry.** Firefly's first-year discounts on Pro Plus and Premium revert to list in year two, and the unlimited generation promotion can change at any time.
- **Partner models.** Firefly partner models draw credits and sit outside the standard indemnification.
- **Shared AI pools.** Canva's AI allowance is pooled, failed generations count, and the AI Pass add-on price appears only at checkout.
- **Legal review.** Indemnification terms need counsel on any commercial use, and Adobe says to confirm the scope in the signed agreement.

Complexity Comparison

Dimension	Midjourney	Adobe Firefly	Canva
Implementation	Subscribe and start; no administration console identified	Web app and Adobe apps; enterprise rollout through Adobe Admin Console	Immediate; Business adds approvals and brand kits
Learning curve	Prompting skill matters; ease of use 7.9	Ease of use 8.5	Ease of use 9.4
Admin dependency	Low; no team controls identified	Moderate on enterprise plans; no per-user caps	Low to moderate; brand kits and approvals on paid plans
Editing after generation	Regenerate the image	Generative Fill and Expand inside Photoshop and Illustrator	Edit in the Canva editor
Support experience	Support score 7.7	Support score 8.7	Support score 8.8; billing complaints on the consumer review site
Rights and training data	Not published; copyright suit pending	Licensed training data stated; enterprise indemnification	Business content not used for training; indemnification at 100+ seats

Canva is the easiest to learn and the best reviewed, Firefly is the best fit for professional editing workflows, and Midjourney requires the most prompting skill and offers the least around the image.

Red Flags

Every finding below is independently documented and material enough to influence a purchasing decision.

Midjourney	Adobe Firefly	Canva
• Disney, Universal, and Warner Bros. Discovery are suing for copyright infringement. The studios consolidated their cases in November 2025 and the case was in discovery in May 2026, with no trial date reported. Midjourney argues fair use. Ask counsel how an adverse ruling could affect your use of existing output.	• Indemnification is limited to eligible enterprise agreements. It covers listed features only, excludes beta and trial features, and excludes partner models unless the agreement adds supplemental coverage. Get the covered features listed in your contract.	• Indemnification applies only to Enterprise customers with 100 or more seats. A third-party summary says Business and lower plans have none. Confirm with Canva before relying on output in high-risk uses.

- **No published indemnification or training-data licensing was found.** A customer who publishes generated images carries the risk. Review the current terms before using output in client work.
- **Outputs may not be unique.** Adobe notes that similar content may be generated for others. Do not rely on Firefly for an exclusive logo or brand mark.
- **Free and Pro content is used for AI training unless users opt out.** The same summary says Business, Enterprise, and Education content is never used. Teams that handle client work should buy Business or use the opt-out.
- **Companies above \$1,000,000 in revenue must buy Pro or Mega.** That doubles the price of the Standard plan. Budget for the right plan from the start.
- **Credits expire and promotions end.** Credits do not roll over, discounts revert to list in year two, and the unlimited generation promotion can change at any time. Model the year-two price.
- **Billing and trial-charge complaints on the consumer review site.** Canva scores 2.3/5 on 2,645 reviews there. Set a calendar reminder before a trial ends and keep the cancellation confirmation.
- **Support is the weakest of the three.** Users score support 7.7 on 63 reviews, and the free trial ended in March 2023. Test on the cheapest plan before committing a team.
- **Accuracy is the leading complaint.** Users cite inaccuracy in 71 reviews and inaccurate results in 55. Pilot with your real prompts.
- **Prices vary by source and changed for teams in 2024.** Sources list Pro at \$144 and \$180 a year. Confirm at checkout and ask for written notice terms.

The Decision Framework

Choose Midjourney if:

- Your team wants a distinctive visual style and will do layout and editing elsewhere.
- You have reviewed the current terms with counsel and accept the pending studio lawsuit as a risk to the use of commercial output.
- You have chosen the right plan for your company's revenue and tested on a lower plan first.

Choose Adobe Firefly if:

- Your team already works in Photoshop, Illustrator, or Premiere and wants generation inside those tools.
- You need indemnification and have an enterprise agreement that lists the covered features and any partner models in writing.
- You have modeled the credit use and the year-two price after promotions end.

Choose Canva if:

- You want to generate, lay out, and publish in one place at the lowest entry price.
- You are on Business or Enterprise if your content must stay out of AI training, and you have confirmed indemnification terms if you need them.
- You have set a reminder before any trial ends.

Key Decision Factors

Design decides what you are buying. Midjourney sells generation, Firefly sells generation inside professional editing tools, and Canva sells a design platform with generation included.

Audience decides which one fits. Midjourney suits creative teams that want a distinct style, Firefly suits Adobe teams and enterprises that need indemnification, and Canva suits marketing and small-business teams that want a finished design quickly.

Price depends on the plan, and rights depend on the contract. A five-person team models at \$1,440-\$2,880 for Midjourney, \$599-\$1,199 for Firefly, and \$720-\$1,250 for Canva, but only enterprise agreements at Adobe and Canva carry indemnification, and Midjourney publishes none.

The Bottom Line

- A creative team that values style should pilot Midjourney on a lower plan and treat the studio lawsuit as an open risk for commercial work.
- An Adobe team should price Firefly through its Creative Cloud agreement and get indemnification and the covered features in writing.
- A marketing team should start with Canva Business and verify the terms it needs for client work.

No product in this comparison is perfect. Midjourney has the most distinctive images and the biggest unresolved legal case, with no published indemnification. Firefly has the strongest stated position on training data, and its protection depends on an enterprise contract and excludes partner models. Canva has the best reviews and the lowest price, and its billing complaints and enterprise-only indemnification limit it for high-stakes work. The choice is which risks your team can absorb.