



How you engage with AI matters. Understanding the concepts of prompts and prompt engineering is crucial for effectively harnessing the power of generative AI (GenAI) to support your learning.

What is a prompt?

A prompt is a specific question or request typed into a GenAI model to initiate its response and generate the output you are looking for.

How do I write a prompt that will help me get the information or output I am looking for?

A prompt is a specific question or request typed into a GenAI model to initiate its response and generate the output you are looking for.

The following prompt formula is an effective way to generate high-quality outputs:

[Context] + [Specific Information] + [Intent/Goal] + [Response Format (if needed)]

Example 1:

Context: marketing student working on a project about student behaviour

+ Specific information: how social media influences the purchase decisions of millennials

+ Intent/goal: looking for relevant statistics and trends

+ Response format: list

= Prompt: I am a marketing student who is working on a project about consumer behavior. I want to learn more about how social media influences the purchase decisions of millennials. Can you please provide me with some relevant statistics and trends on this topic?

Example 2:

Context: design student who is interested in graphic design

+ **Specific information:** create a logo for a fictional company called "Bee Happy", which sells honey products

+ **Intent/goal:** generate ideas to create a logo for this company

+ **Response format:** graphic artwork

= **Prompt:** I am a design student who is interested in graphic design. I want to create a logo for a fictional company called "Bee Happy", which sells honey products. Can you please generate some ideas for graphic artwork of a logo for this company?

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