

Writing Effective Prompts for Generative AI

Key information

Course code	Writing Effective Prompts for Generative AI
Course version	2.0
Course title	Writing Effective Prompts for Generative AI
Description	As generative AI becomes more common, the ability to interact with large language models is shifting from niche knowledge to a necessary skill across many different industries and roles. In this course, you will learn the fundamentals of prompting large language models and exploring further techniques for improving the output from large language models.
What you'll learn	<ul style="list-style-type: none">Explain the capabilities of generative AI and list possible use cases.Identify the differences between keyword search and prompting, and list the benefits of prompting.Describe and apply prompt design best practices.Describe and apply approaches to improve the accuracy of generative AI responses.
Duration	3 hours
Level	Introductory
Format	Instructor-led

Content overview

Who this course is for	Business professionals who apply generative AI techniques to solve common day-to-day tasks.
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Total modules	5
Total videos	0
Total Labs	0
Total classroom activities	<p>1x group discussion</p> <p>3x activities with Google Gemini</p> <p>9x demos</p> <p>1x quiz</p>
Prerequisites	<p>Attendees should have access to gemini.google.com to complete the course activities.</p> <p>There are no other prerequisites for this course. It aims to provide both introductory and advanced insights into generative AI, making it suitable for individuals with varying levels of AI expertise.</p>
Products	<p>Google Gemini</p> <p>Google Workspace with Gemini</p>
Not covered	Theory and in-depth explanations of Google AI tools and generative AI.

Content breakdown

Module 1 title	What is generative AI?
Module 1 topics	<ul style="list-style-type: none"> • Definition of generative AI • Capabilities of generative AI • Tasks generative AI can help with
Module 1 objectives	<ul style="list-style-type: none"> • Explain the capabilities of generative AI and list possible use cases.
Module 1 activities	1x group discussion

Module 2 title	Searching vs prompting
Module 2 topics	<ul style="list-style-type: none"> • Differences between keyword search and prompting • Prompt examples • The benefits of prompting
Module 2 objectives	<ul style="list-style-type: none"> • Identify the differences between keyword search and prompting, and list the benefits of prompting.
Module 2 activities	1x activity with Google Gemini

Module 3 title	Prompt design best practices
Module 3 topics	<ul style="list-style-type: none"> • The importance of prompt design • General best practices • Use prompt building blocks • Provide examples • Iterate through prompts • Define follow-up prompts • Chain-of-thought • Prompt editor
Module 3 objectives	<ul style="list-style-type: none"> • Describe and apply prompt design best practices.
Module 3 activities	6x demos; 1x activity with Google Gemini

Module 4 title	Improving output accuracy
Module 4 topics	<ul style="list-style-type: none"> • Hallucinations definition • Use prompt instructions • Grounding and citations • Double-check responses • Developer settings
Module 4 objectives	<ul style="list-style-type: none"> • Describe and apply approaches to improve the accuracy of generative AI responses.
Module 4 activities	3x demos; 1x activity with Google Gemini

Module 5 title	Quiz & Summary
Module 5 topics	<ul style="list-style-type: none">• Quiz questions• Course summary• Q&A
Module 5 activities	1x quiz
