

Writing Effective Prompts for Generative AI

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.

**DURATION**

2-3 hours

**LEVEL**

100 - Introductory

**FORMAT**

Instructor-led

**SCALABLE**

1-50, scaled to 1000

What you'll learn

- Understand the basics of generative AI and how it compares to traditional AI.
- Design effective prompts following general best practices.
- Improve large language model outputs using easy-to-approach prompt engineering techniques.
- Write effective prompts for interacting with multimodal models such as Gemini Vision Pro.

Overview	This course is delivered in 4 modules, covering prompt design, improvement techniques, and multimodal models.
Who this course is for	• Customers
Products	• Agent Platform • Gemini Enterprise • Agent Studio on Gemini Enterprise Agent Platform
Prerequisites	• There are no prerequisites for this course. The workshop aims to provide both introductory and advanced insights into Gen AI, making it suitable for individuals with varying levels of AI expertise.

Module 01

What is generative AI?

Topics	• Definition of generative AI • Capabilities of generative AI • Tasks generative AI can help with
Objectives	• Explain the capabilities of generative AI and list possible use cases.
Activities	• 1x group discussion

Module 02

Searching vs prompting

Topics	• Differences between keyword search and prompting • Prompt examples • The benefits of prompting
Objectives	• Identify the differences between keyword search and prompting, and list the benefits of prompting.
Activities	• 1x activity with Google Gemini

Module 03

Prompt design best practices

Topics	• 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
Objectives	• Describe and apply prompt design best practices.
Activities	• 6x demos; 1x activity with Google Gemini

Module 04

Improving output accuracy

Topics	• Hallucinations definition • Use prompt instructions • Grounding and citations • Double-check responses • Developer settings
Objectives	• Describe and apply approaches to improve the accuracy of generative AI responses.
Activities	• 3x demos; 1x activity with Google Gemini

Module 05

Quiz & Summary

Topics	• Quiz questions • Course summary • Q&A
Activities	• 1x quiz