

PROMPT ENGINEERING Specialization



Course Overview:

In Edversity's Prompt Engineering course, you will delve into the fascinating world of prompt design, harnessing the power of AI and generative AI to craft compelling interactions. Gain insights into user psychology, refine your ethical compass, and master the art of creating persuasive prompts. This course opens doors to diverse career paths, from UX design and digital marketing to entrepreneurship and content creation, enabling you to thrive in the age of AI-driven communication. Elevate your skills and influence the digital landscape with impact and innovation.

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Introduction to Prompt
Engineering

- Understanding the role of prompt engineers
- Overview of Prompt Design Principles
- Introduction to user psychology and behaviour
- Ethical considerations in prompt engineering

Prompt Design
Fundamentals

- Defining prompt objectives and outcomes
- Crafting clear and concise prompts
- Designing prompts for different mediums (text, voice, visual)
- Applying persuasive techniques in prompt design

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Language and Tone in Prompt Engineering

- Choosing the appropriate language for prompts
- Establishing a consistent tone across prompts
- Writing prompts for different user demographics
- Addressing potential biases in prompt language

Prompt Context and User Experience

- Understanding the context in which prompts are presented
- Adapting prompts to user preferences and behaviors
- Designing prompts for optimal user engagement
- A/B testing and iterating prompts for continuous improvement

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Advanced Prompt Engineering Techniques

- Choosing the appropriate language for prompts
- Establishing a consistent tone across prompts
- Writing prompts for different user demographics
- Addressing potential biases in prompt language

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Ethics and Responsible
Prompt Engineering

- Ethical considerations in prompt design and deployment
- Privacy and data protection in prompt engineering
- Ensuring fairness and inclusivity in prompts
- The future of prompt engineering and emerging trends

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