



# AI+ Prompt Engineer Level 1™

Certification

Command Prompt

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Get any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in JavaScript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

Help us make AI systems more natural and safe to interact with. Your feedback will help us improve.



# Executive Summary

The AI+ Prompt Engineer Level 1 Certification Program introduces learners from diverse backgrounds and levels of expertise to the fundamental principles of artificial intelligence and prompts engineering. Covering the history, concepts, and applications of AI, machine learning, deep learning, neural networks, and natural language processing, the program also delves into best practices for designing effective prompts that harness the capabilities of AI models to their fullest potential. Through a combination of theoretical instruction and practical exercises, including project-based learning sessions, participants acquire the skills needed to create and utilize prompts across various domains and objectives.



# Certification Prerequisites

- Understand AI basics and how AI is used - no technical skills required
- Willingness to think creatively to generate ideas and use AI tools effectively



# Exam Blueprint

Number  
of Questions

**50**

Passing  
Score

**35/50 or 70%**

Duration

**90 Minutes**

Format

**Online via AI  
Proctoring platform**

Question Type

**Multiple Choice/Multiple  
Response**

# Exam Overview

Module	Weight
<b>Foundations of Artificial Intelligence (AI) and Prompt Engineering</b>	<b>10%</b>
<b>Principles of Effective Prompting</b>	<b>15%</b>
<b>Introduction to AI Tools and Models</b>	<b>15%</b>
<b>Mastering Prompt Engineering Techniques</b>	<b>20%</b>
<b>Mastering Image Model Techniques</b>	<b>15%</b>
<b>Project-Based Learning Session</b>	<b>12%</b>
<b>Ethical Considerations and Future of AI</b>	<b>12%</b>
	<b>100%</b>

**AI<sup>+</sup>**

Prompt Engineer  
Level 1™

# Certification Modules

**Module 1**

## **Foundations of Artificial Intelligence (AI) and Prompt Engineering**

**1.1 Introduction to Artificial Intelligence**

**1.2 History of AI**

**1.3 Machine Learning Basics**

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## **1.4 Deep Learning and Neural Networks**

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## **1.5 Natural Language Processing (NLP)**

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## **1.6 Prompt Engineering Fundamentals**

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### **Module 2**

## **Principles of Effective Prompting**

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### **2.1 Introduction to the Principles of Effective Prompting**

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### **2.2 Giving Directions**

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### **2.3 Formatting Responses**

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### **2.4 Providing Examples**

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### **2.5 Evaluating Response Quality**

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### **2.6 Dividing Labor**

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### **2.7 Applying The Five Principles**

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### **2.8 Fixing Failing Prompts**

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## Module 3

# Introduction to AI Tools and Models

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**3.1 Understanding AI Tools and Models**

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**3.2 Deep Dive into ChatGPT**

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**3.3 Exploring GPT-4**

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**3.4 Revolutionizing Art with DALL-E 2**

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**3.5 Introduction to Emerging Tools using GPT**

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**3.6 Specialized AI Models**

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**3.7 Advanced AI Models**

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**3.8 Google AI Innovations**

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**3.9 Comparative Analysis of AI Tools**

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**3.10 Practical Application Scenarios**

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**3.11 Harnessing AI's Potential**

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## Module 4

# Mastering Prompt Engineering Techniques

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## 4.1 Zero-Shot Prompting

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## 4.2 Few-Shot Prompting

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## 4.3 Chain-of-Thought Prompting

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## 4.4 Ensuring Self-Consistency in AI Responses

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## 4.5 Generate Knowledge Prompting

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## 4.6 Prompt Chaining

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## 4.7 Tree of Thoughts: Exploring Multiple Solutions

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## 4.8 Retrieval Augmented Generation

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## 4.9 Graph Prompting and Advanced Data Interpretation

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## 4.10 Application in Practice: Real-Life Scenarios

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## 4.11 Practical Exercises

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## Module 5

# Mastering Image Model Techniques

## 5.1 Introduction to Image Models

## 5.2 Understanding Image Generation

## 5.3 Style Modifiers and Quality Boosters in Image Generation

## 5.4 Advanced Prompt Engineering in AI Image Generation

## 5.5 Prompt Rewriting for Image Models

## 5.6 Image Modification Techniques: Inpainting and Outpainting

## 5.7 Realistic Image Generation

## 5.8 Realistic Models and Consistent Characters

## 5.9 Practical Application of Image Model Techniques

## Module 6

# Project-Based Learning Session

## 6.1 Introduction to Project-Based Learning in AI

## 6.2 Selecting a Project Theme

## 6.3 Project Planning and Design in AI

## 6.4 AI Implementation and Prompt Engineering

## 6.5 Integrating Text and Image Models

## 6.6 Evaluation and Integration in AI Projects

## 6.7 Engaging and Effective Project Presentation

## 6.8 Guided Project Example

## Module 7

# Ethical Considerations and Future of AI

## 7.1 Introduction to AI Ethics

## 7.2 Bias and Fairness in AI Models

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## **7.3 Privacy and Data Security in AI**

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## **7.4 The Imperative for Transparency in AI Operations**

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## **7.5 Sustainable AI Development: An Imperative for the Future**

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## **7.6 Ethical Scenario Analysis in AI: Navigating the Complex Landscape**

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## **7.7 Navigating the Complex Landscape of AI Regulations and Governance**

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## **7.8 Navigating the Regulatory Landscape: A Guide for AI Practitioners**

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## **7.9 Ethical Frameworks and Guidelines in AI Development**

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# Certification Outcome

Upon successful completion of the AI+ Prompt Engineer Level 1 Certification Program, learners will demonstrate proficiency in foundational AI concepts, principles of effective prompting, theoretical understanding of AI tools and models, prompt engineering techniques, image model concepts, and ethical considerations in AI. Participants will have acquired practical skills through project-based learning sessions and will be equipped to apply ethical frameworks in AI development. This certification signifies competence in AI prompt engineering and prepares individuals for ethical and innovative contributions to the field.



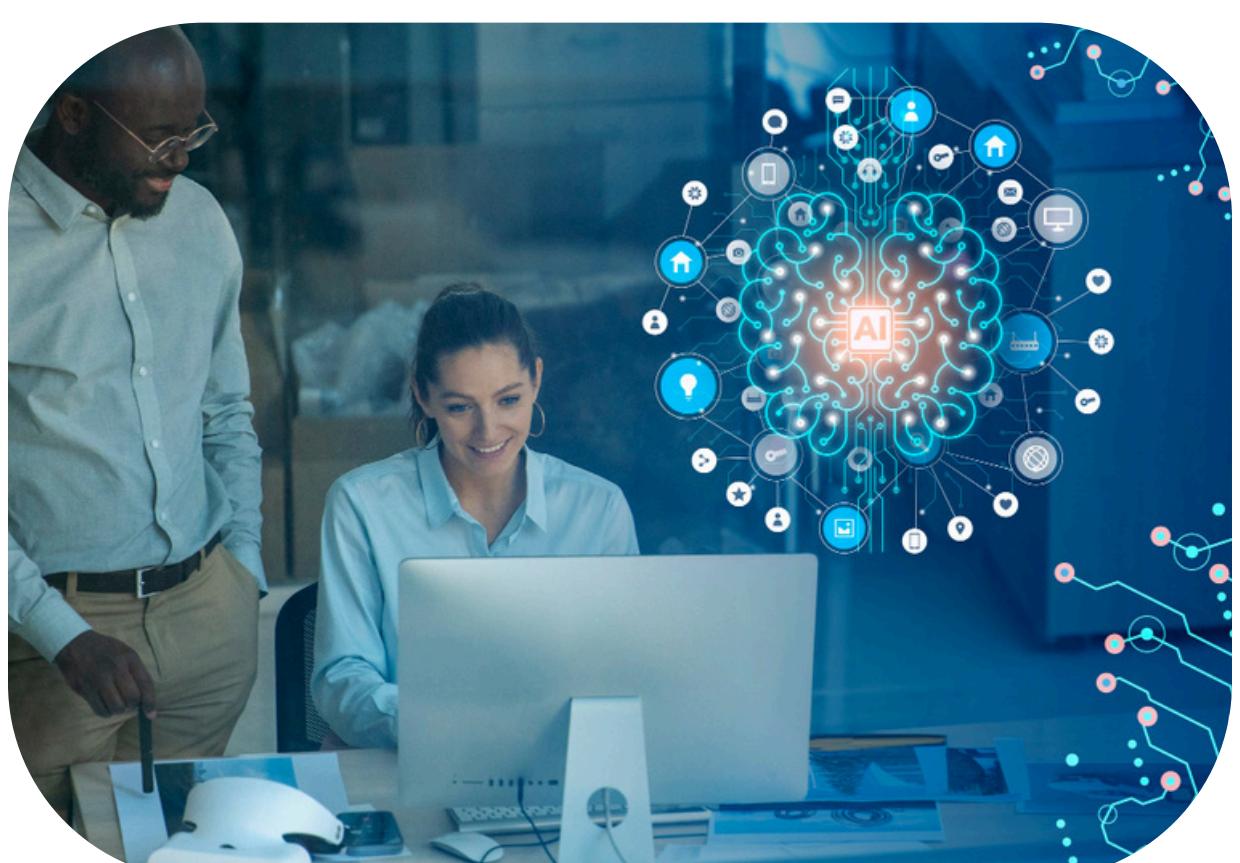
## Market Insight

The integration of AI in education is a growing global trend, transforming teaching methodologies and learning experiences. Educational institutions are increasingly adopting AI, recognizing its potential to personalize learning and streamline administrative tasks. This certification places educators at the forefront of this transformation, ensuring they are well-prepared to navigate and contribute to the evolving educational landscape.



## Value Proposition

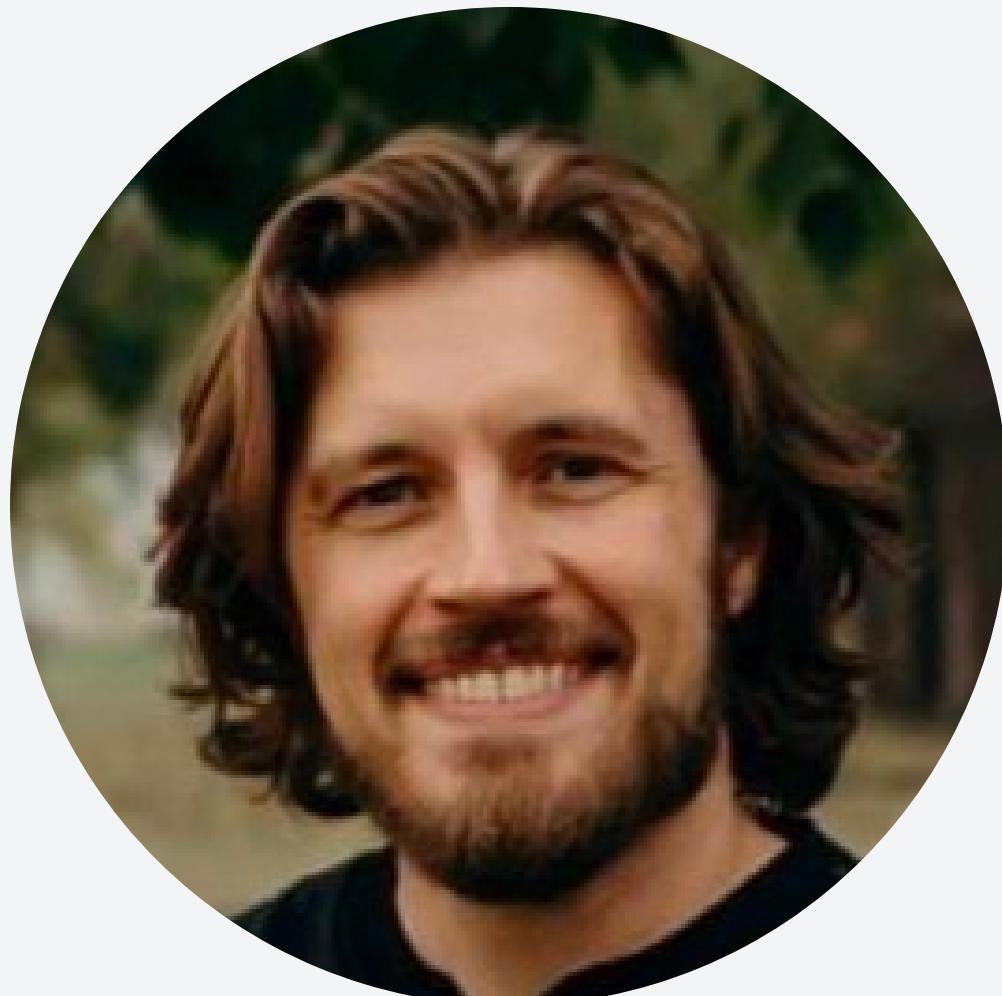
This certification offers educators a unique opportunity to master AI applications in education. It blends theoretical knowledge with practical skills, empowering educators to lead AI-driven educational initiatives. The program is not just about understanding AI – it's about applying it effectively to enrich the educational experience.



## Additional Features

The program is designed with a focus on real-world application, incorporating interactive modules, hands-on tool exploration, and collaborative project work. Educators will engage with current AI technologies, gaining practical experience and insights to apply in their professional roles.

# AI Experts



## Jason Kellington

AI Expert

As a consultant, trainer, and technical writer with more than 25 years of experience in IT, I specialize in the development and delivery of solutions focused on effective and efficient enterprise IT.



## Justin Frébault

AI Expert

I'm a boutique data consultant specializing in data mesh and lakehouse solutions. I've dedicated my career to helping organizations transform their approach to data, moving beyond mere knowledge.



## J Tom Kinser

AI Expert

I have over forty years of experience in software development, data engineering, management, and technical training. I am a Microsoft Certified Trainer and a software developer, holding multiple certifications.



## Terumi Laskowsky

AI Expert

Country Manager for Global Consulting Services in Japan, Specialties: Information Security (Compliance, Policy, Application, Host, Network)



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