Unleash the Power of Generative AI

Generative AI for Absolute Beginners

By Idan Gabrieli

Text-Image-Video-Audio Generation

Text Description

Text-To-X

Gen AI

Text-To-Text

- Q&As
- List of ideas
- Emails
- Articles
- Stories
- Reports
- Scripts
- Code
- Reviews

Text-To-Image

Text-To-Video

Text-To-Audio

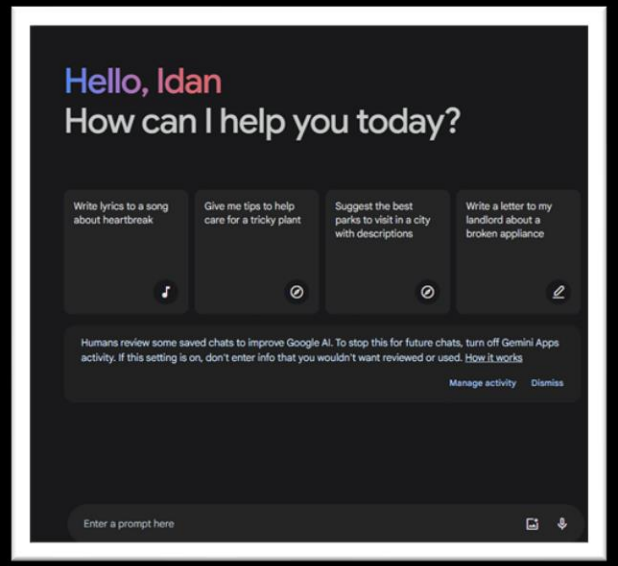
- Text-To-Speech
- Text-to-Sound Effects
- Text-to-Music

Web-Based vs Application-Based (APIs)

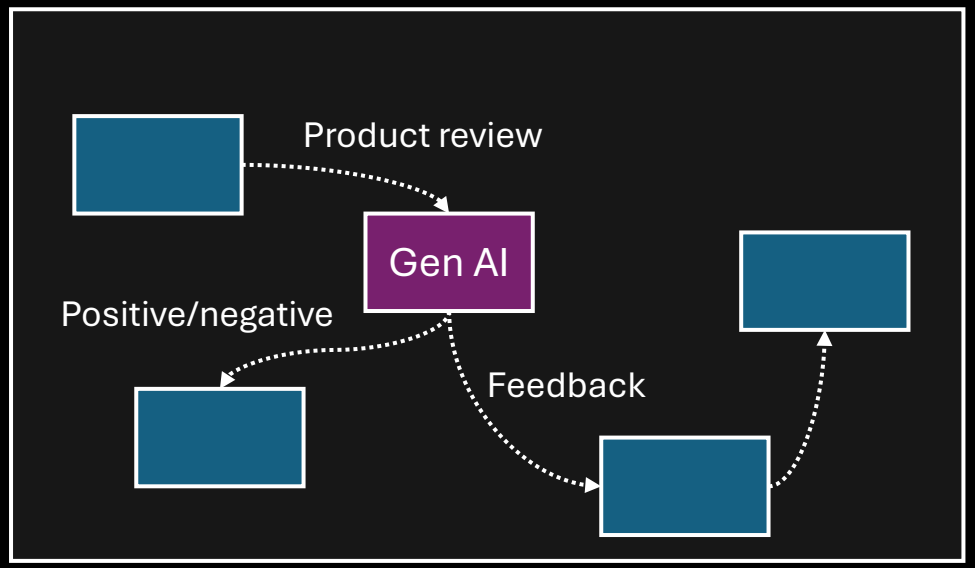
Text Description

- Text-To-Text
- Text-To-Image
- Text-To-Video
- Text-To-Audio

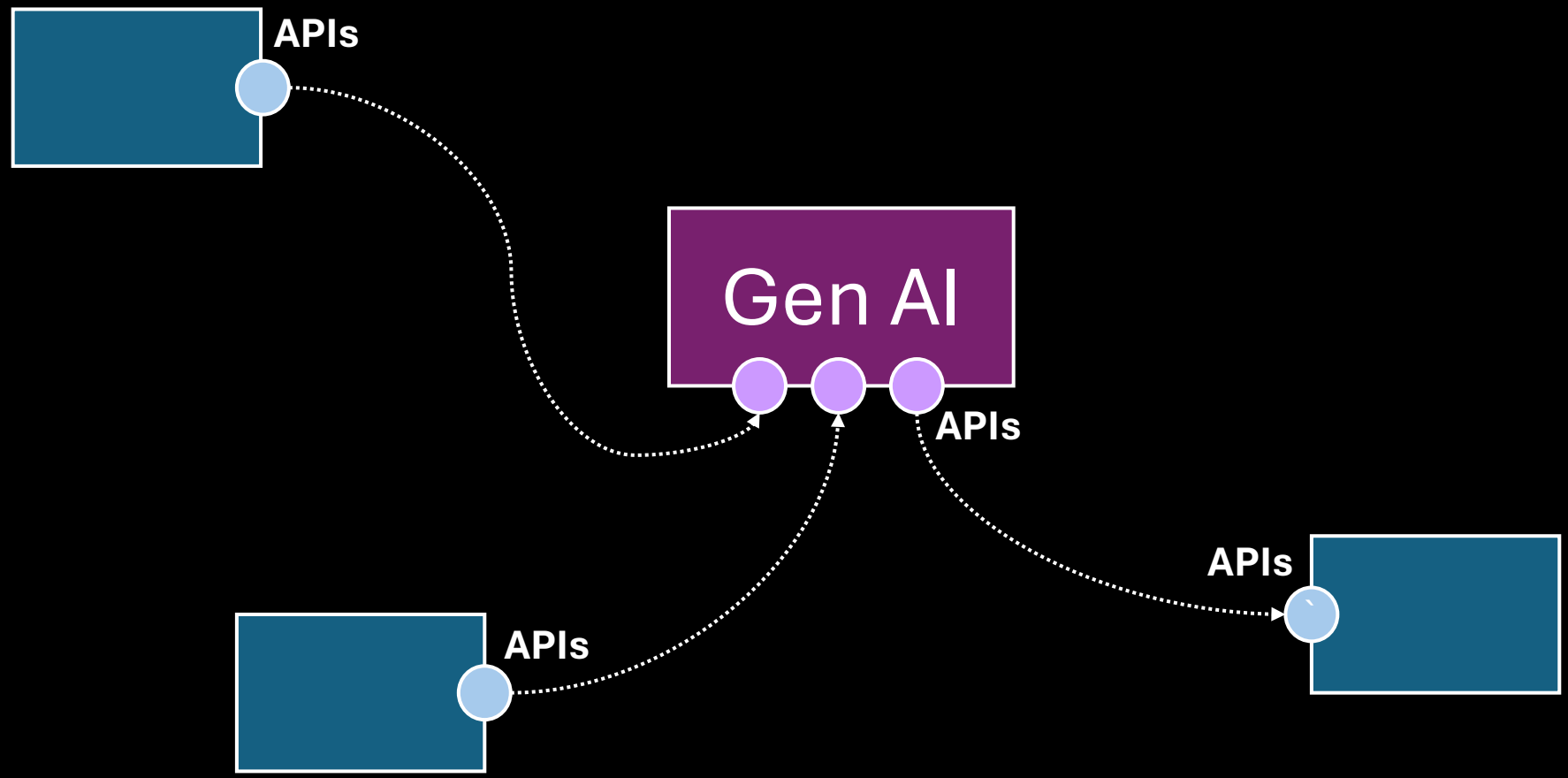
#1 - Web-Based



#2 - Application-Based



APIs - Application Programming Interface

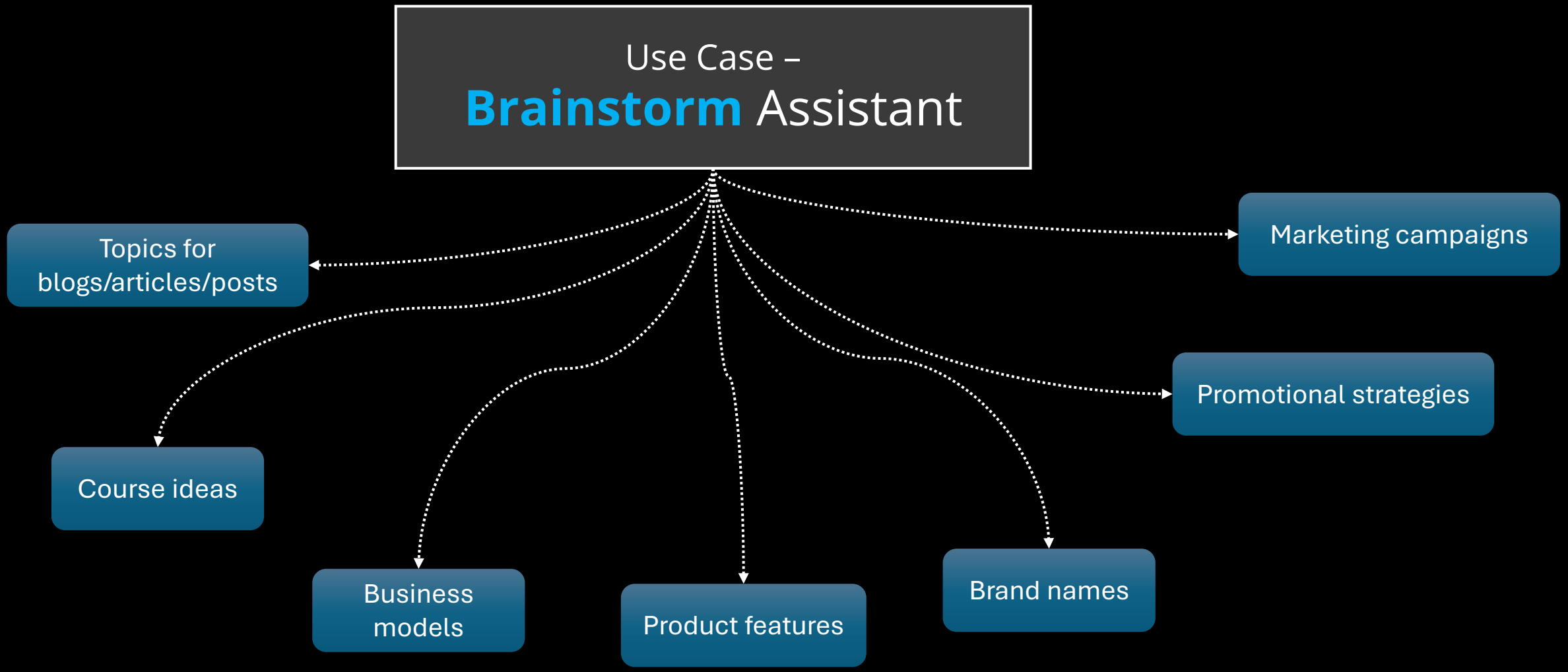


Use Case - Brainstorm Assistant

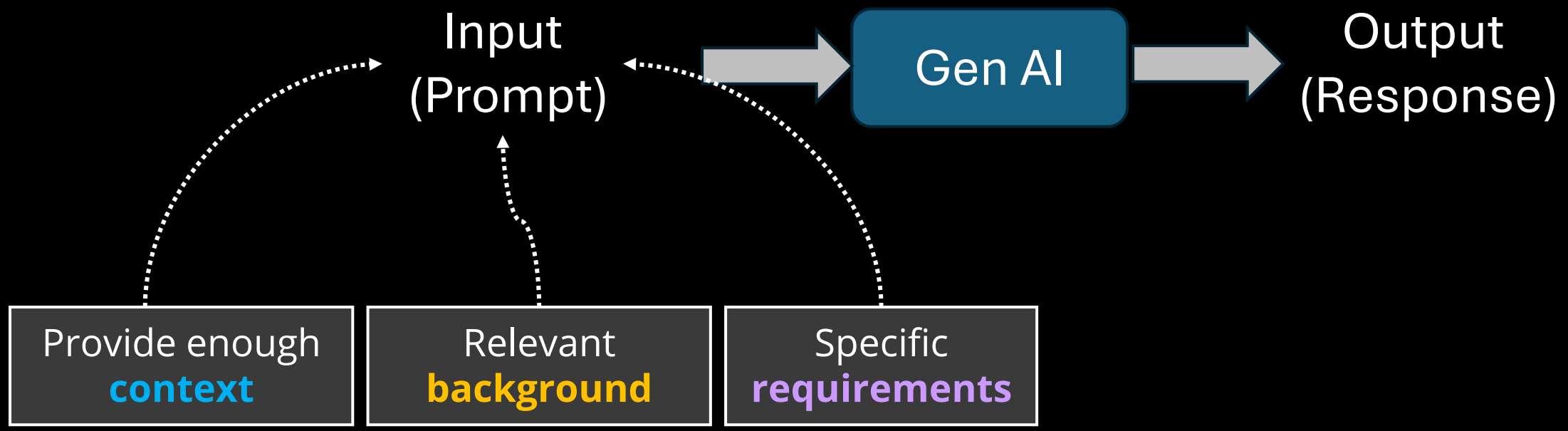
Use Case – **Brainstorm** Assistant

Ideas | Directions | Perspectives

Use Case - Brainstorm Assistant



Use Case - Brainstorm Assistant



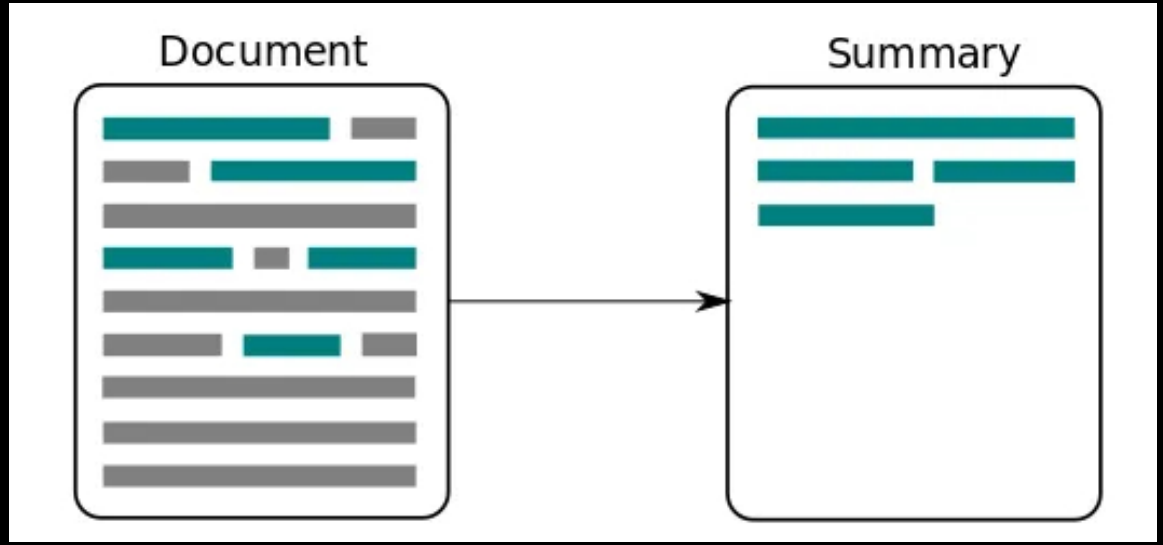
Use Case - Summarization

Use Case –
Summarization

Understand
Context

Identify
Key Points

Structured
Summary



Summarize that text in **a specific way**

Use Case - Summarization

100 pages → Gen AI → Incomplete or inaccurate summaries

Max # of **Tokens**

Chapter #1 → Gen AI

Chapter #2 → Gen AI

Chapter #3 → Gen AI

Use Case - Text Enhancement

Use Case –

Text Enhancement

- Fixing grammar **mistakes**
- Make content more **exciting**
- **Flow** of topics
- .....

Text Enhancement

“Garbage in, Garbage Out…”

Use Case - Code Generation

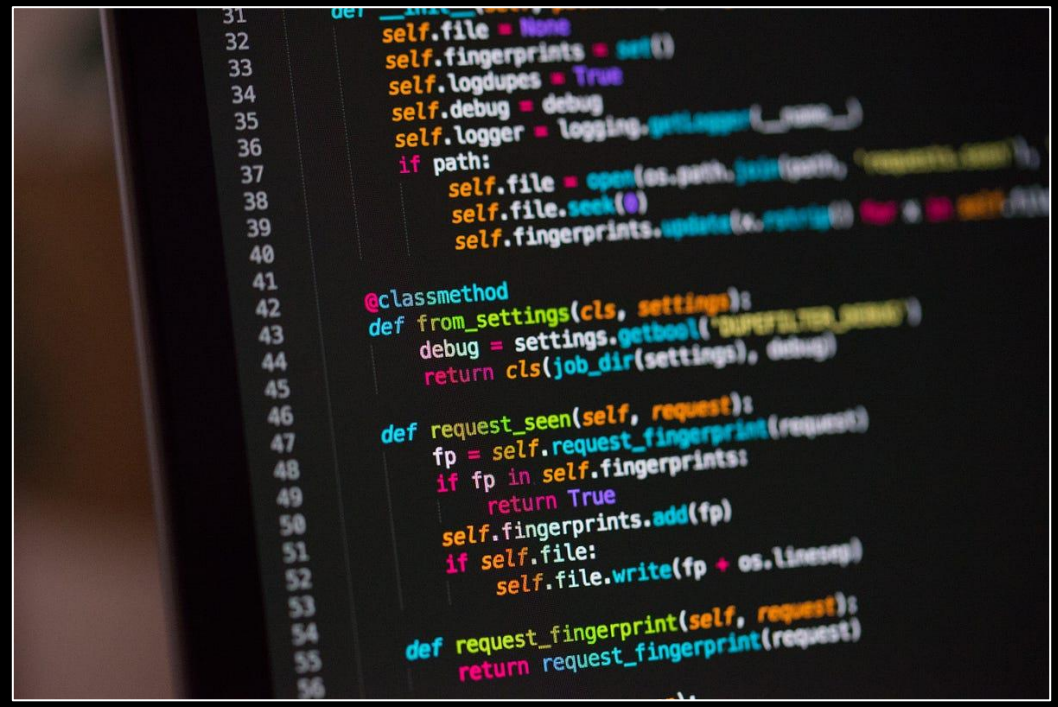
Use Case –
Code Generation

Best Practice **Methods**

Not just for Developers!

Making programming **more accessible**

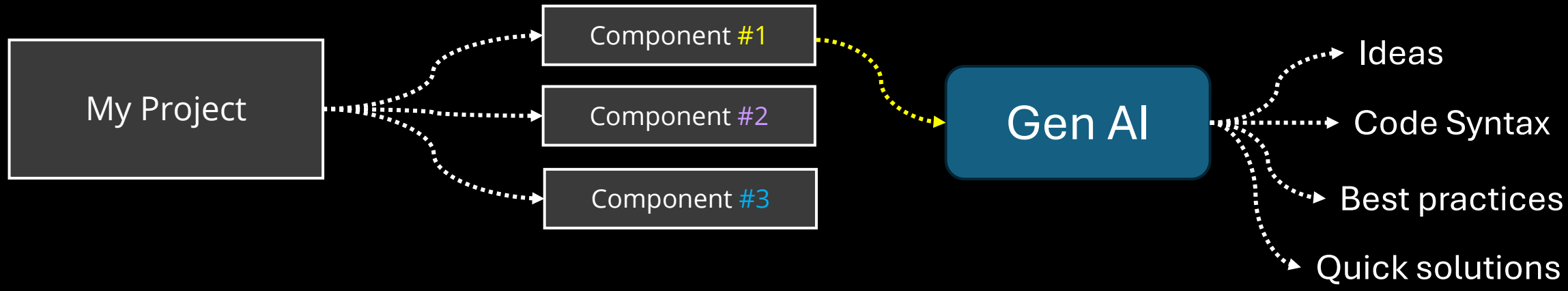
Required **syntax**



Use Case - Code Generation

Open-source Framework – Web Development

Extended with WordPress Plugins

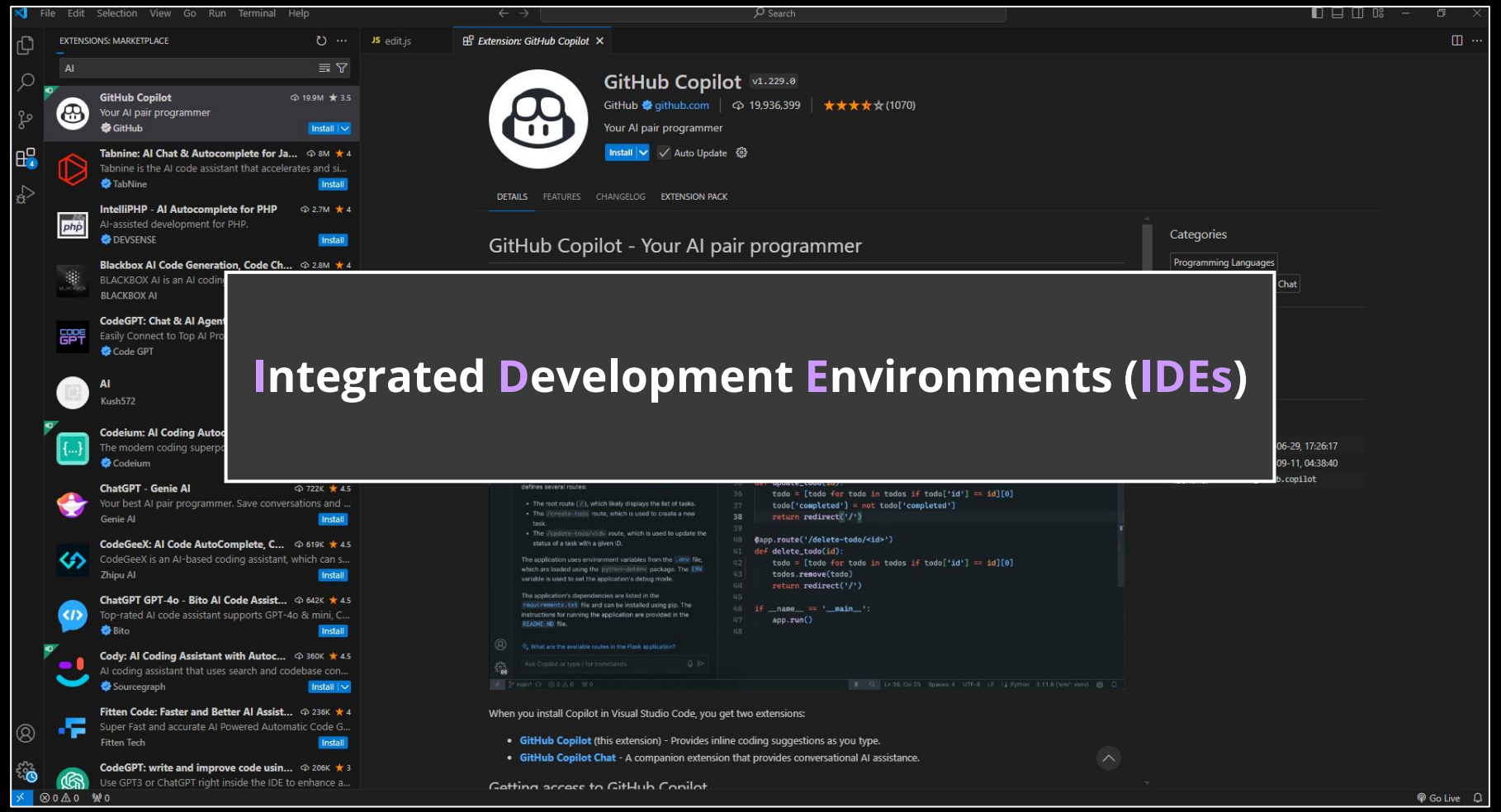


Use Case - Code Generation

Limitations to consider with
Code Generation

- Model **Knowledge Cutoff**
- Program **Complexity**

AI-Based Applications for Software Development

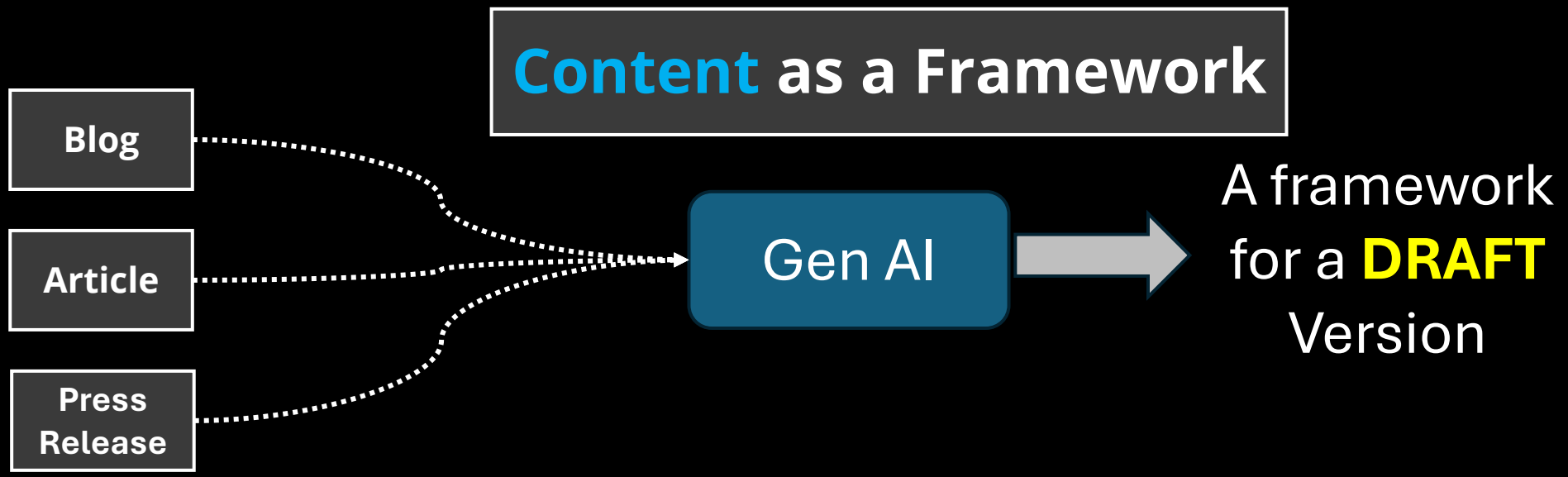


Integrated Development Environments (IDEs)

Use Case - Content as a Framework

Use Case –
Content as a Framework

- Blog
- Post
- Story
- Press Release
- Article
- Script
- Support Answer



Try to make the content, **YOUR** content.

Use Case - Images on Demand

Use Case –

Images on Demand

“A **picture** is worth a thousand words…”

Use Case - Boosting AI-Based Apps

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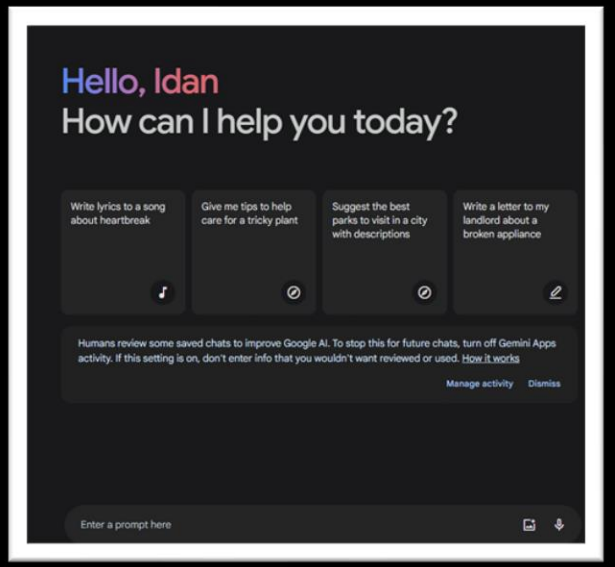
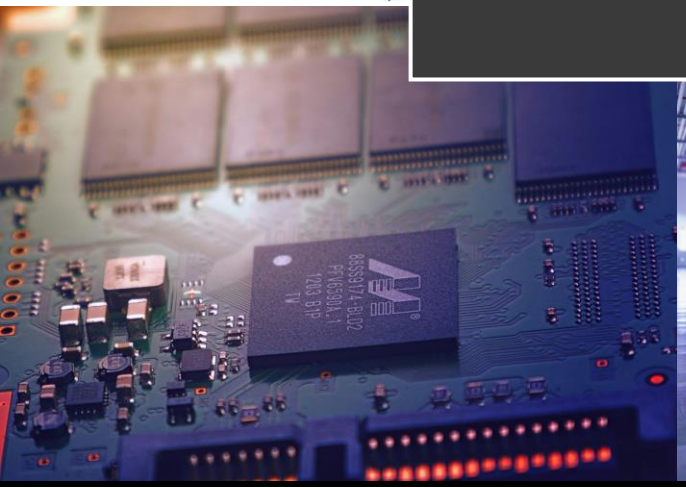
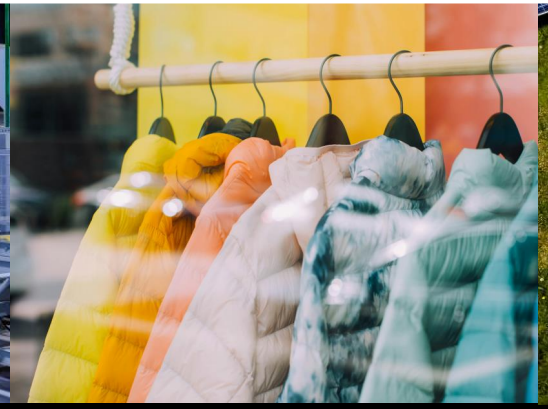
#1 - Web-Based



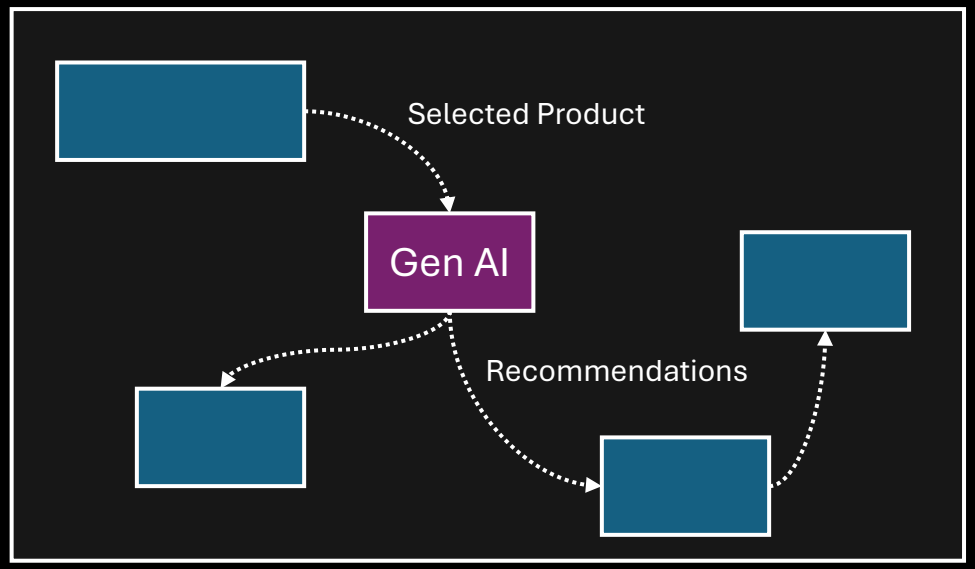
Use Case – Boosting AI-Based Apps

Each **business workflow**, **process**, and step are **candidates** for integrating **Generative AI** modules as part of a larger application.





End-to-End Application

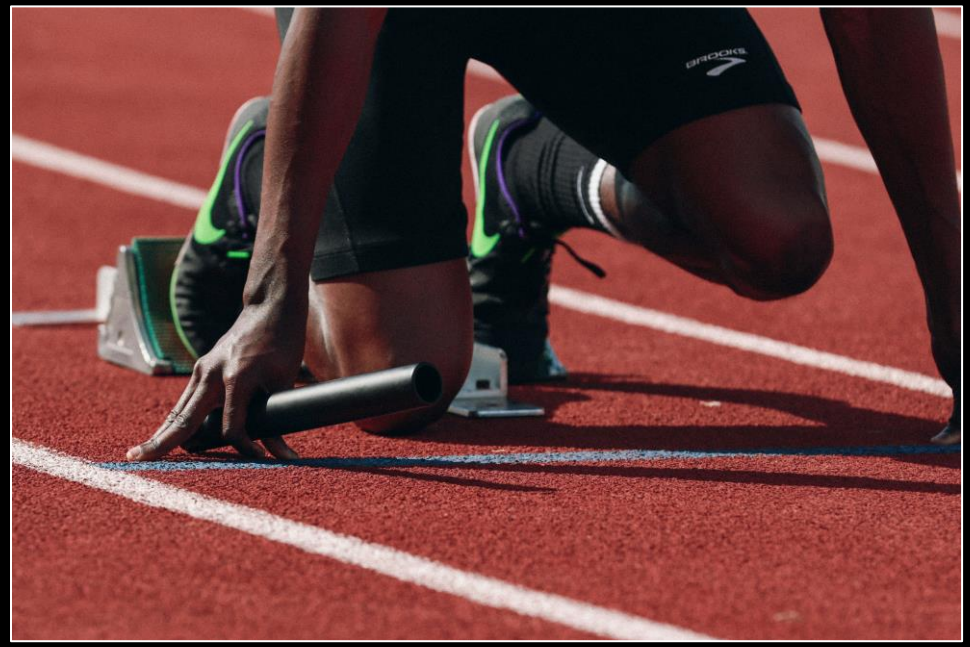


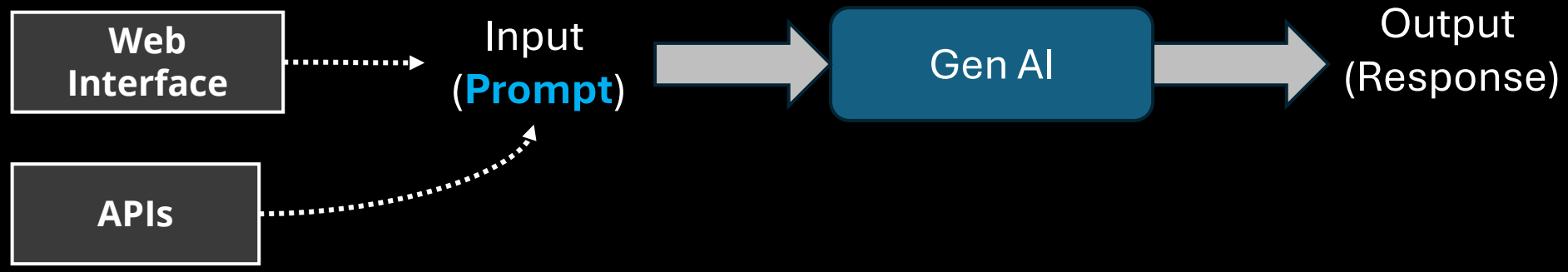
Use Case –

Boosting AI-Based Apps

HUGE potential for business innovation

The Race is ON!





Prompt Engineering

Engineering better prompts

Prompt Engineering

Engineering better prompts

#1 – Be Specific and Clear

Clearly define what you want the AI to generate

#2 - Use Contextual Information

Providing context that helps the model understand the scenario or background

#3 – Define a Scope and Boundaries

Define the scope of the task

Prompt Engineering

Engineering better prompts

#4 – Structure and Format

Organize input prompt in a logical structure and specify the desired format

#5 – Avoid Confidential Information

Avoid providing any confidential information as part of the prompt

#6 - Request for Simplification or Clarification

If needed, ask it to simplify or clarify the information in specific way

Prompt Engineering

Engineering better prompts

#7 - Encourage Multiple Perspectives

Ask the model to consider different viewpoints or alternatives

#8 - Break Down Complex Tasks

Break a complex task down into smaller tasks

#9 – Iterate and Refine

We can ask something with a group of sequential iterations