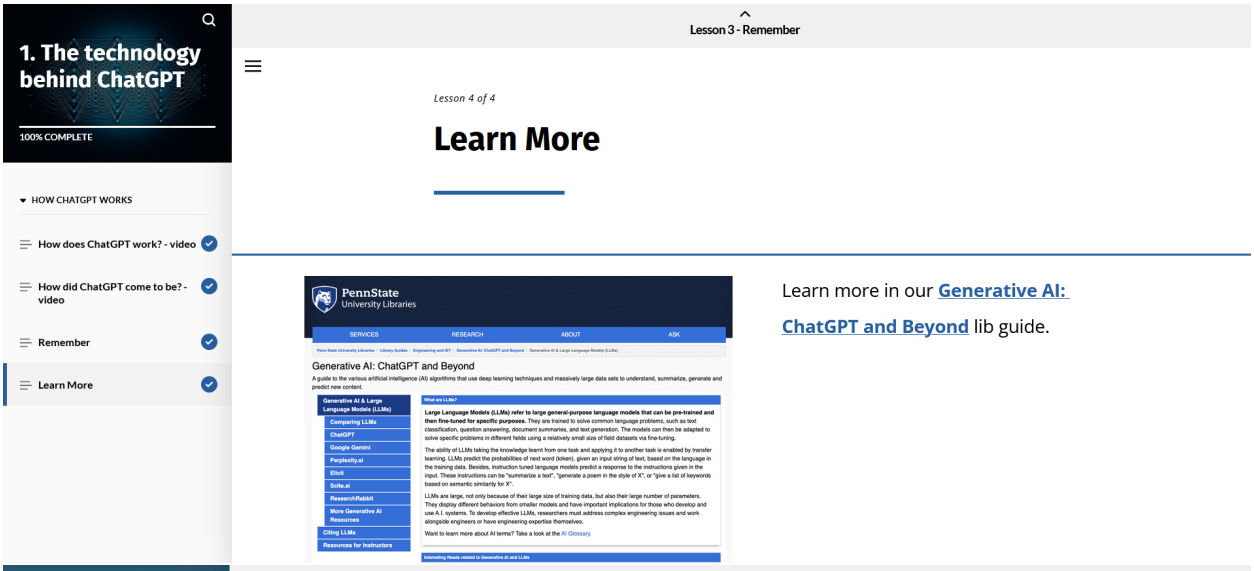
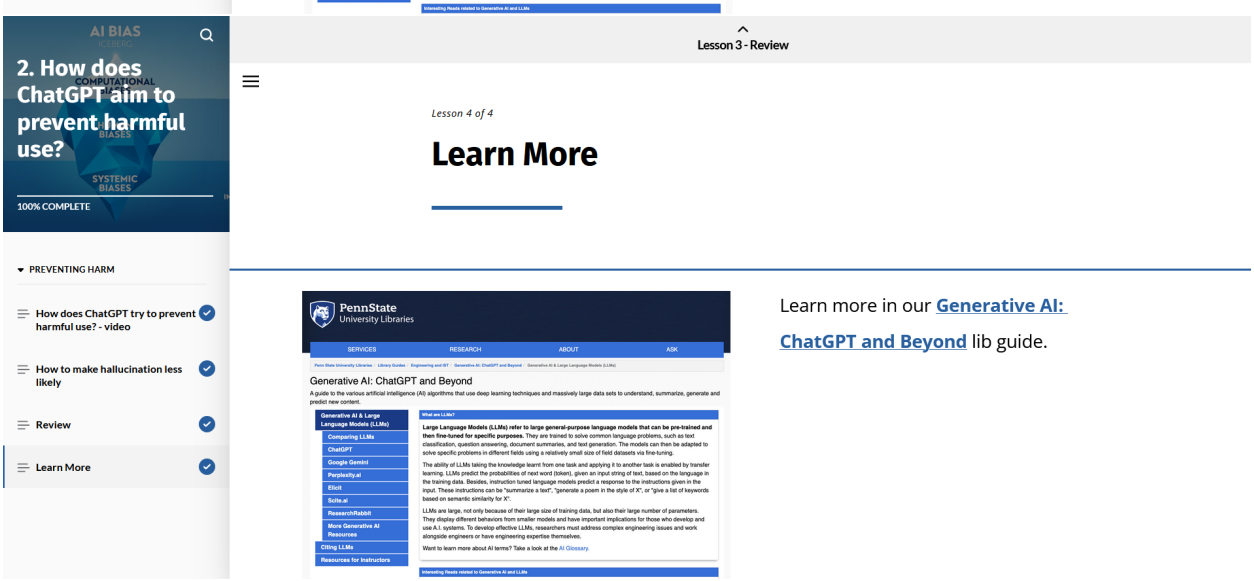
# Step 1:  Complete these tutorials:



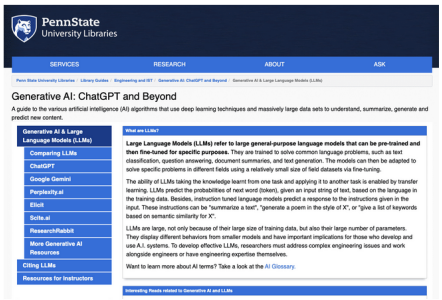
WHAT IS GENERATIVE AI?

- What is Generative AI? - video
- Review: discriminative vs generative AI
- Multimedia AI tools
- Review
- Learn More

Lesson 4 - Review

*Lesson 5 of 5*

# Learn More




Learn more in our **Generative AI: ChatGPT and Beyond** lib guide.

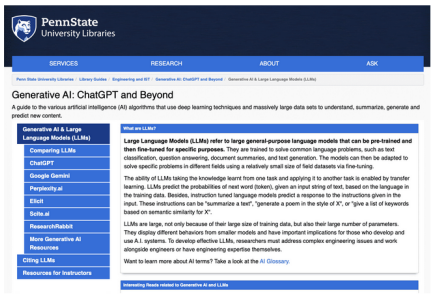
USING CHATGPT

- Using ChatGPT effectively - video
- Prompting ChatGPT
- ChatGPT can help with planning your library research
- How to cite ChatGPT
- Beyond ChatGPT
- Other apps built on the same technology
- Learn More

Lesson 6 - Other apps built on the same technology

*Lesson 7 of 7*

# Learn More

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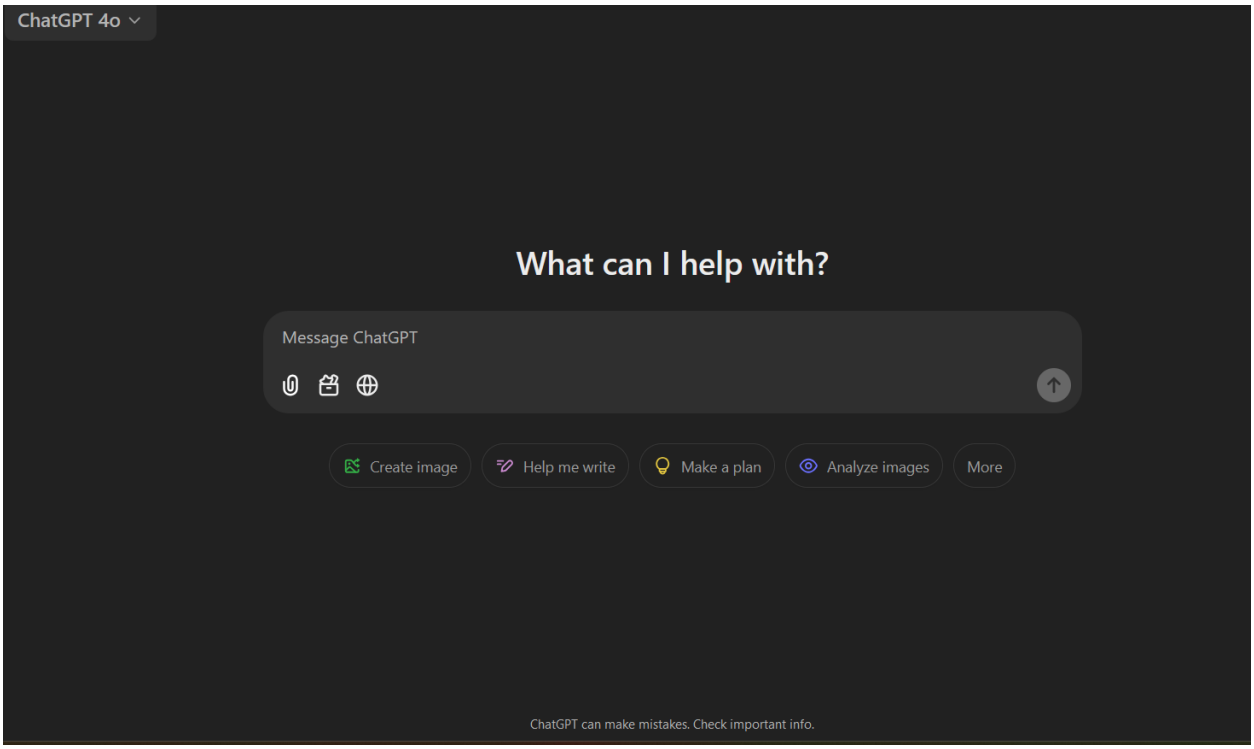


## Step 2: Look up "Prompt Engineering"  What is it?

Prompt engineering is the practice of crafting, refining, and optimizing prompts (i.e., the input text and instructions) to guide large language models or other AI systems toward producing desired, contextually relevant, and high-quality outputs. By carefully choosing language and structure—such as using explicit instructions, providing illustrative examples, or adding constraints—developers and users can significantly influence how models generate responses. This technique has become increasingly important as AI systems (e.g., GPT-3, GPT-4) grow in sophistication and flexibility, often requiring clear and specific prompts to ensure accuracy and relevance of results (Liu et al., 2023; Brown et al., 2020).

## Step 3: Find a Prompt template.

[ROLE]: Identify the persona or role you want the AI to assume (e.g., “history professor,” “marketing specialist,” etc.).

[OBJECTIVE/GOAL]: Clearly state your goal or the specific task you want to accomplish (e.g., “summarize a historical event,” “draft a marketing email,” etc.).

[CONTEXT/BACKGROUND]: Provide relevant background information or additional details that the AI needs to know.

[INSTRUCTIONS/CONSTRAINTS]: List any specific instructions, constraints, or requirements for the answer (e.g., word count, tone, format).

[OUTPUT FORMAT/TONE]: Indicate the preferred structure and style for the response (e.g., bullet points, formal, casual, etc.).

[EXAMPLE]: Include an example to illustrate the level of detail or style you expect.

Yes, using this template can help produce more useful and targeted responses. By breaking down your request into **role**, **task/query**, **context**, **instructions**, **output format**, **tone/style**, and **example**, you reduce ambiguity and provide a clear framework for the AI to follow. This increases the likelihood of receiving well-structured, accurate, and contextually relevant answers, since the AI has explicit guidance on what you want and how you want it delivered.

## Step 4: Explain: what is the C.R.E.A.T.E framework.

The C.R.E.A.T.E framework is a mnemonic designed to guide the structure and clarity of AI prompts.

The second framework appears more effective overall. Prioritizing context over character makes the structure adaptable to different scenarios, as grounding the AI in relevant background information first creates a clearer foundation. Distinguishing between desired outcomes ("Result") and the method of communication ("Explain") also sharpens focus—it defines specific objectives upfront while specifying how information should be organized. Audience analysis further streamlines the process by highlighting user demographics or expectations, which directly informs tone adjustments. Finally, a built-in editing phase promotes refining drafts iteratively, ensuring both clarity and precision in the final output. This approach feels more systematic, particularly for complex prompts requiring targeted communication.