Prompt Design Project – Content Creation

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Class: Saturday 2 to 5
Internship title: prompt engineering
Duration : 1 month
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Objective

To design and test effective prompts that help AI generate high-quality and creative written content such as blogs, social media captions, and advertisements.
 The goal is to explore how prompt structure, tone, and details influence AI-generated writing

Introduction

Content creation is an essential skill in the digital era. With AI tools like ChatGPT, generating creative writing is easier — but the quality depends on **how prompts are written**.
In this project, I created prompts for different content types and tested how variations in tone and instruction changed the AI's responses.

1	**Content Type: Social Media Caption**

Prompt:
"Write a creative Instagram caption for a travel photo in Paris. Make it catchy, romantic, and engaging. Add 3 relevant hashtags."

AI-Generated Output:
"Lost between Parisian lights and the whispers of the Seine 💫✨ Every corner here feels like a love story waiting to be told. ❤️ #ParisDreams #TravelGoals #CityOfLove"

Analysis / Testing Observations:

- Emotional and romantic tone worked perfectly.

- Captions without specifying tone were generic and less engaging.

- Including hashtags made it ready for real social media use.

Project Work – Prompts, Output & Analysis

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2. Content Type: Blog Post

Prompt:

"Write a 500-word blog post on *'The Benefits of Online Learning'*. Use an engaging, informative, and motivational tone with an introduction, body, and conclusion."

AI-Generated Output:

Online learning has transformed modern education by making it accessible, flexible, and affordable. Unlike traditional classrooms, it allows learners to study anytime and anywhere, connecting with global instructors. Flexibility is one of its biggest advantages — students can balance work, family, and study according to their schedules. Online platforms also offer interactive features such as quizzes, discussion forums, and virtual projects, which encourage independent learning and curiosity.

Another major benefit is cost-effectiveness. Online education eliminates travel, accommodation, and material costs, making learning more inclusive. It also promotes cultural exchange, allowing students from different countries to collaborate and share ideas virtually.

In conclusion, online learning is not just a temporary trend — it is shaping the future of education. It empowers

learners with lifelong skills, helps them adapt to a digital world, and opens doors to knowledge that was previously inaccessible.

Analysis / Testing Observations:

- The output was clear, structured, and motivational.

- Adding the "tone" keywords (engaging + motivational) resulted in a more inspiring and reader-friendly article.

- Without specifying tone, the content appeared formal and less lively.

References

- **OpenAI ChatGPT (Prompt Testing & Content Creation)**

- **Articles on AI-Powered Content Writing and Prompt Engineering**