

Prompt Engineering

What is a Prompt?

- "Prompt" is an instruction or stimulus provided to an AI to generate a response.
- In Chat GPT, you input a prompt (question) and it produces an answer.

Prompt Engineering

- Prompt engineering" is a technique that involves creating Prompts (commands)
- It's an approach used to refine and improve the output of an AI model by adjusting the instructions given to the model. The idea is to find the correct formulation of the prompt to obtain the desired response from the model.

Rules for a good Prompt

- 1. Clarity**
- 2. Specificity**
- 3. Context**
- 4. Theme or Style**
- 5. Model Limitations**
- 6. Direct Instructions**
- 7. Avoid Contradictions**

Good Examples

Draw a dense forest at dawn with mist at ground level and golden sun rays piercing through the trees



- ✓ **Clarity**
- ✓ **Specificity**
- ✓ **Context**
- ✓ **Theme or Style**
- ✓ **Model Limitations**
- ✓ **Direct Instructions**
- ✓ **Avoid Contradictions**

Good Examples

Create an image of a robot holding an umbrella while ice skating in a futuristic city at night.



- ✓ **Clarity**
- ✓ **Specificity**
- ✓ **Context**
- ✓ **Theme or Style**
- ✓ **Model Limitations**
- ✓ **Direct Instructions**
- ✓ **Avoid Contradictions**

Good Examples

Illustrate an ocean with rough waves under a stormy sky, with a lone lighthouse standing against the waves.



- ✓ **Clarity**
- ✓ **Specificity**
- ✓ **Context**
- ✓ **Theme or Style**
- ✓ **Model Limitations**
- ✓ **Direct Instructions**
- ✓ **Avoid Contradictions**

Bad Examples

- **Draw Something**
- **Create an image that makes me happy**
- **Illustrate a sunny and rainy day at the beach.**

Bad Examples

- **Draw a portrait.**
- **Create an image of a scene.**
- **Illustrate a forest with dinosaurs wearing hats and reading newspapers, while juggling five balls each.**

Negative Prompts

- What should not be included
- Avoid or limit the generation of content that could be interpreted as inappropriate, offensive, harmful, or unwanted

Negative Prompts – Landscape



without water



without green

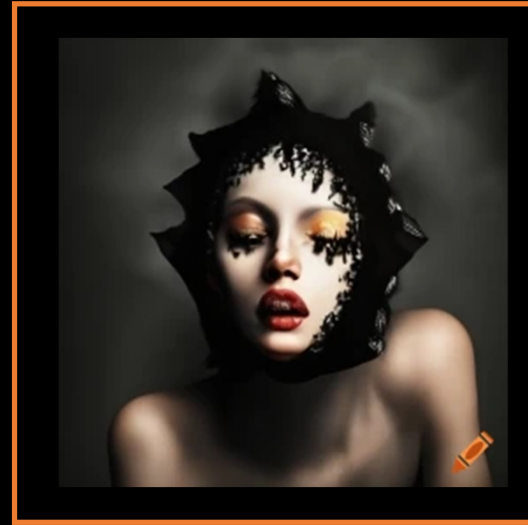
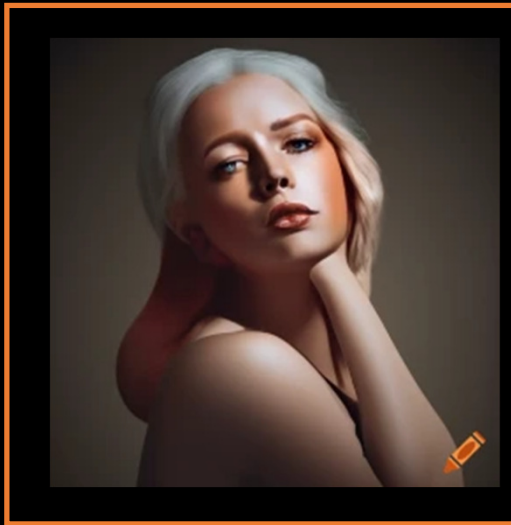
Negative Prompts - Safety/Ethics.



Draw a scene of a beach during the day, with children playing and making sandcastles. Ensure that there is no representation of alcohol, smoking, violence, or any other adult material in the image

Style

- “None”
- Abstract
- Surrealist



Artist Styles

- A Painting...
- A Painting in the Style of Pablo Picasso



Artist Styles

- A house...
- A house in the style of Frank Lloyd Wright



The Type of Image

- A picture
- A realistic picture
- A painting
- A drawing
- An illustration
- An anime

