

## Prompt Engineering

Prompt engineering is the process where you guide generative artificial intelligence (generative AI) solutions to generate desired outputs. Even though generative AI attempts to mimic humans, it requires detailed instructions to create high-quality and relevant output. In prompt engineering, you choose the most appropriate formats, phrases, words, and symbols that guide the AI to interact with your users more meaningfully. Prompt engineers use creativity plus trial and error to create a collection of input texts, so an application's generative AI works as expected.

Prompt engineering jobs have increased significantly since the launch of generative AI. Prompt engineers bridge the gap between your end users and the large language model. They identify scripts and templates that your users can customize and complete to get the best result from the language models. These engineers experiment with different types of inputs to build a prompt library that application developers can reuse in different scenarios.

Prompt engineering makes AI applications more efficient and effective. Application developers typically encapsulate open-ended user input inside a prompt before passing it to the AI model.