aws

Writing Delightful African Stories with Amazon Bedrock and Claude 3.5 Sonnet (New)

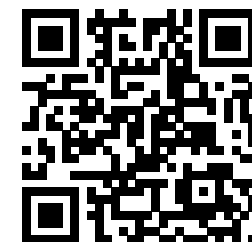**Sello Tseka**

Solutions Architect

Telco MEA (AWS)
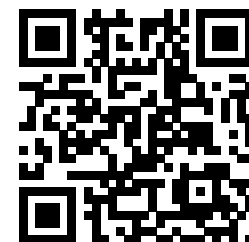
Ngesa Marvin

Founder, Nairobi AI
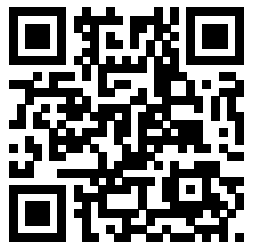
Product Owner, Enterprise AI

Agenda

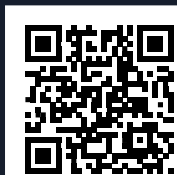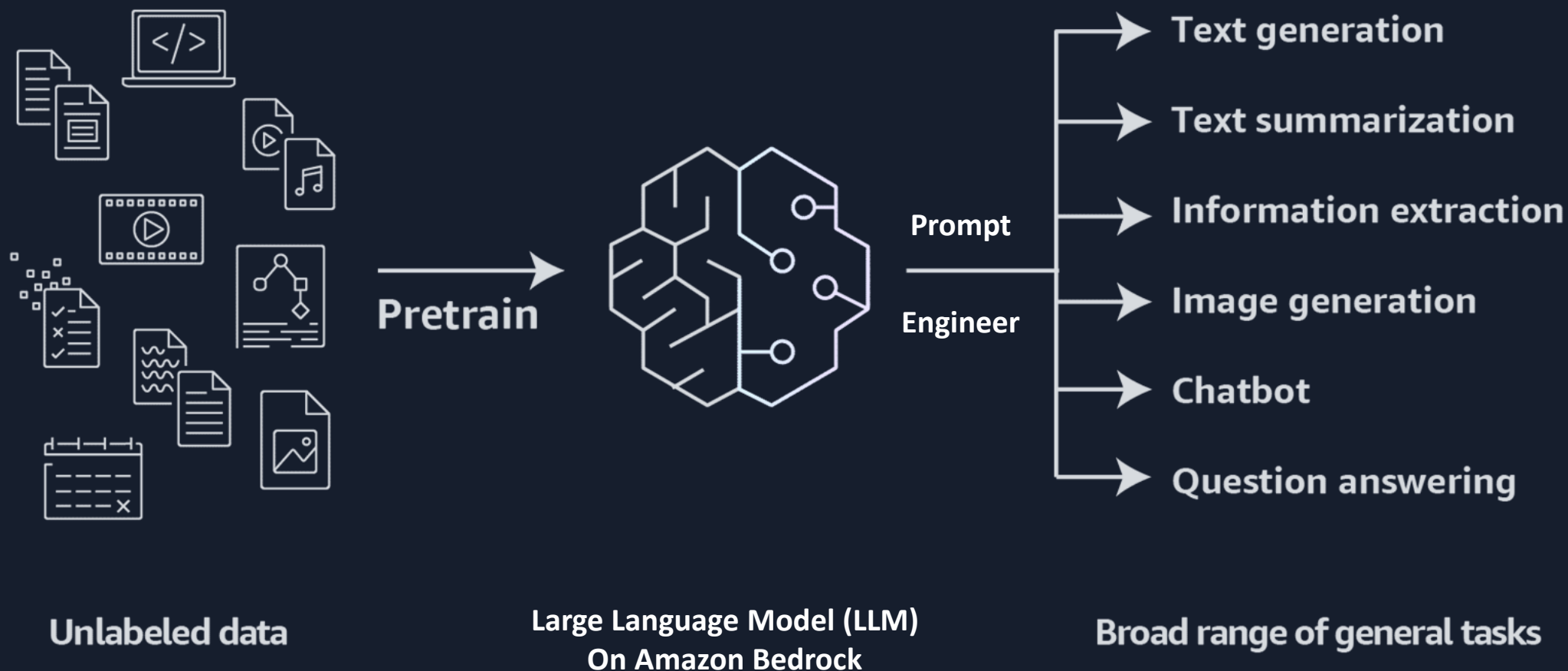# What is our goal?

Create content(Book, Blog, Movie Script etc.) using GenAI.
We will use Amazon Bedrock and Claude 3.5 Sonnet LLM.

What is GenAI

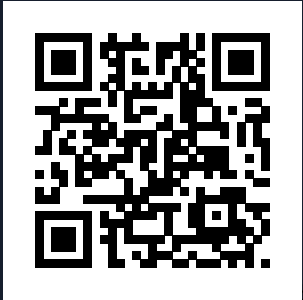

Unlabeled data → **Pretrain** → Large Language Model (LLM) On Amazon Bedrock → **Prompt Engineer** → Broad range of general tasks:

- Text generation
- Text summarization
- Information extraction
- Image generation
- Chatbot
- Question answering

Amazon Bedrock

AI21 labs	amazon	ANTHROP\C	cohere	Meta	MISTRAL AI_	stability.ai
Contextual answers, summarization, paraphrasing	Text summarization, generation, Q&A, search, image generation	Summarization, complex reasoning, writing, coding	Text generation, search, classification	Q&A and reading comprehension	Text summarization, text classification, text completion, code generation, Q&A	High-quality images and art
Jamba 1.5 Large	Amazon Titan Text Premier	Claude 3.5 Sonnet	Command	Llama 3.2	Mistral Large 2 (24.07)	Stable Image Ultra
Jamba 1.5 Mini	Amazon Titan Text Lite	Claude 3 Opus	Command Light	Llama 3.1	Mistral Large (24.02)	Stable Diffusion 3 Large
Jamba-Instruct	Amazon Titan Text Express	Claude 3 Sonnet	Embed English	Llama 3 8B	Mistral Small	Stable Image Core
Jurassic-2 Ultra	Amazon Titan Text Embeddings	Claude 3 Haiku	Embed Multilingual	Llama 3 70B	Mistral 8x7B	Stable Diffusion XL1.0
Jurassic-2 Mid	Amazon Titan Text Embeddings V2	Claude 2.1	Command R+	Llama 2 13B	Mistral 7B	Stable Diffusion XL 0.8
	Amazon Titan Multimodal Embeddings	Claude 2	Command R	Llama 2 70B		
	Amazon Titan Image Generator	Claude Instant				

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Prompting Guide

Parts of a prompt

1. Task context
2. Tone context
3. Background data, documents, and images
4. Detailed task description & rules
5. Examples
6. Conversation history
7. Immediate task description or request
8. Thinking step by step / take a deep breath
9. Output formatting
10. Prefilled response (if any)

Example:

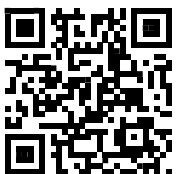| User	
	You will be acting as an AI career coach named Joe created by the company AdAstra Careers. Your goal is to give career advice to users. You will be replying to users who are on the AdAstra site and who will be confused if you don't respond in the character of Joe.
	You should maintain a friendly customer service tone.
	Here is the career guidance document you should reference when answering the user: <guide>{{DOCUMENT}}</guide>
	Here are some important rules for the interaction: - Always stay in character, as Joe, an AI from AdAstra careers - If you are unsure how to respond, say "Sorry, I didn't understand that. Could you repeat the question?" - If someone asks something irrelevant, say, "Sorry, I am Joe and I give career advice. Do you have a career question today I can help you with?"
	Here is an example of how to respond in a standard interaction:
	<example> User: Hi, how were you created and what do you do? Joe: Hello! My name is Joe, and I was created by AdAstra Careers to give career advice. What can I help you with today? </example>
	Here is the conversation history (between the user and you) prior to the question. It could be empty if there is no history: <history> {{HISTORY}} </history>
	Here is the user's question: <question> {{QUESTION}} </question>
	How do you respond to the user's question?
	Think about your answer first before you respond. Put your response in <response></response> tags.

Step 1: Define the task (and a persona)

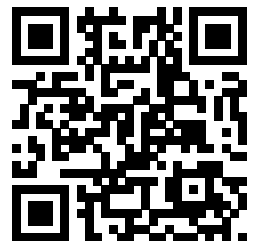| Prompt |
| --- |
| **You are a well renowned <role>. You understand how to write <movie/book/blog> that is appropriate for <age/field/grade/business>.** |

Example
You are a well renowned children's book writer. You understand how to write children's books that are appropriate for ages 6 to 10 in a fun engaging tone.

Step 2: Set the tone *(Then do ideation)*

Submit

Prompt

You are a well renowned <role>. You understand how to write <movie/book/blog> that is appropriate for <age/field/grade/business>.

You should write in a tone that is <pl.... detailed/sales oriented>

Can you give me 5 ideas about <plot/

Example

You are a well renowned writer of children's books. You know how to write exciting gripping books that are appropriate for ages 6 to 10 years old.

You should write in a tone that is exciting and stimulating and age appropriate.

Can you give me 5 ideas for stories about a Princess named Mwarigha living on the Island of Lamu in Kenya with her cat, Abdalla . A gang of cats from the ports of Mombasa then landed on the Island of Lamu and they started causing trouble for the Island. The princess and her trusted cat Abdalla have to save the Island....Write the overview of each story in a single paragraph

Response

1. "Princess Mwarigha and the Midnight Cat Parade": When the mischievous Mombasa cats sneak into Lamu during.....
2. "The Secret of the Singing Shells": The Mombasa cats have stolen Lamu's magical singing shells....
3. "The Great Dhow Race Rescue": During Lamu's famous dhow boat race, the Mombasa cats try to sabotage the event by ....
4. "The Mysterious Moving Marketplace": When the Mombasa cats use ancient cat magic to make all the market stalls in Lamu...
5. "The Dance of the Swahili Cats": The Mombasa cats cast a spell that makes everyone on Lamu dance non-stop! While it seems fun at first....

Step 2.1: Set the tone *(Open Ended Version)*

Submit

Prompt

You are a well renowned <role>. You understand how to write <movie/book/blog> that is appropriate for <age/field/grade/business>.

You should write in a tone that is <pl detailed/sales oriented>

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Step 3: Background information

Prompt

You are a well renowned <role>. You understand how to write <movie/book/blog> that is appropriate for <age/field/grade/business>.

You should write in a tone that is <playful/whimsical/poetic/professional/technical and detailed/sales oriented>

I would like the <content> to have the
1. Opening/Introduction/Overview <
2. <Topic>
3. <Topic>
4. <Topic>
5. Conclusion/Final scene/Final Chapt

Example

You are a well renowned writer of children's books. You know how to write exciting gripping books that are appropriate for ages 6 to 10 years old.

You should write in a tone that is exciting and stimulating and age appropriate.

I would like you to write a story about "The Flying Dhow Adventure". It should have the following sections:
1. Princess Mwarigha accidentally jumps into the fathers dhow with Abdalla, the cat , when the father was in the house...
2. They saw above the cloud and struggled to contoll the dhow until it lands in the Mangroove forbidded forest...
3. The walking Mangroove's tried to capture the dhow as the Princess struggles to fly it again...
4. The Cat releases trhe sails which opens up the wings that flap and fly out of the Mangrooves above the clouds t a sunny sky...
5. Flight back home navigated by Abdalla the cat...
6. Crash landing back into Lamu port with the fishermen stunned...
7. And sneaking into the house as mommy calls for dinner...
8. Daddy asks if anyone has seen his dhow as Princess Mwarigha smiles and winks at Abdall and enjoy her dinner.

Step 3: Rules

Prompt

*You are a well renowned <role>. You understo...
for <age/field/grade/business>.*

*You should write in a tone that is <playful/wh...
oriented>*

*I would like the <content> to have the followi...
1. Opening/Introduction/Overview <Villain...
2. <>
3. <>
4. <>
5. Conclusion/Final scene/Final ...*

Each of the above sections should...

<Further rules on style of writing>...

Example

You are a well renowned writer of children's books. You know how to write exciting gripping books that are
appropriate for ages 6 to 10 years old.

You should write in a tone that is exciting and stimulating and age appropriate.

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sunny sky...
5. Flight back home navigated by Abdalla the cat...
6. Crash landing back into Lamu port with the fishermen stunned...
7. And sneaking into the house as mommy calls for dinner...

Response

1. It was just another sunny afternoon in Lamu when Princess Mwarigha..
2. Up, up they soared, through fluffy white clouds that tickled their faces...
3. Suddenly, the mangrove trees began to creak and groan...
4. That's when clever Abdalla sprang into action! With one mighty leap...
5. Now it was Abdalla's turn to guide them home...
6. "Look out below!" shouted Mwarigha as the dhow swooped down toward Lamu's busy port...
7. Heart still racing from their adventure, Mwarigha and Abdalla quietly slipped through...
8. As they sat down to dinner, Mwarigha's father looked puzzled. "That's strange," he said...

Step 3: Examples

Prompt

You are a well renowned <role>. You understand how to write <movie/book/blog> that is appropriate for <age/field/grade/business>.

You should write in a tone that is <playful/whimsical/poetic/professional/technical and detailed/sales oriented>

I would like the <content> to have the following sections:
1. Opening/Introduction/Over
2. <>
3. <>
4. <>
5. Conclusion/Final scene/Fina

Each of the above sections shoul

Use the example below:
<example>
As the tractor was flying through
</example>

Example

.....

Each of the above sections should be a paragraph long as they will be accompanied by a picture.

The paragraphs should be written in a roller coaster style. They should have moments of calm, surprise, excitement, twists and turns. This tone should calm down as the actions dies down.
See example below:
<example>
As the tractor was flying through the sky swoooosh. A big angry bird flew past almost knocking granpa's hat off.
</example>

Step 3: Thinking

Prompt
…. **<Describe how the LLM should think about the problem> place your thinking in <thinking> tags.**

Example
… **Take as much time as you need. Think in steps and build up to a climax then resolve down. place you thinking for each chapter in <thinking> tags.**

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Step 3: Formatting

Prompt

....

Write the <content> in markdown with each chapter clearly named. At the end add an abstract that can be used summarize the <content> without giving away the story.

Example

...

Take as much time as you need. Think in steps and build up to a climax then resolve down. place you thinking for each chapter in <thinking> tags.

Write the book in markdown with each chapter clearly named. At the end add an abstract that can be used on the outside of the book.

Response

The Flying Dhow Adventure

Chapter 1: An Unexpected Takeoff

Princess Mwarigha tiptoed down to the dock with her cat Abdalla padding softly behind her. The wooden planks creaked quietly - *squeak, squeak* - as they crept closer to her father's beautiful dhow. "Just a quick peek," she whispered to Abdalla, whose whiskers twitched with curiosity. But just as they stepped onto the deck - *WHOOOOSH!* A mighty wind caught the sail, making it snap like thunder - *CRACK!* Before they could jump back, the dhow shuddered and lifted right off the water! "Oh nooooo!" Mwarigha squealed as she grabbed Abdalla, watching the dock shrink smaller and smaller below them. Their adventure had begun!

Chapter 2: Dancing with Clouds

Up and up they soared, through puffy clouds that looked like giant cotton candy. *Swish! Swoosh!* The dhow spun like a leaf in the wind, making Mwarigha's tummy feel tickly. "The ropes, Abdalla!" she called, reaching for the steering lines that flapped wildly - *snap! snap!* But pulling them only made the dhow twirl faster! *Whooooop!* They burst through a cloud that felt like cold mist on their faces, and suddenly - *ZOOM!* - they were diving down, down, down toward a dark forest of twisted mangrove trees. With a mighty *SPLASH!* and a *CRASH!*, they
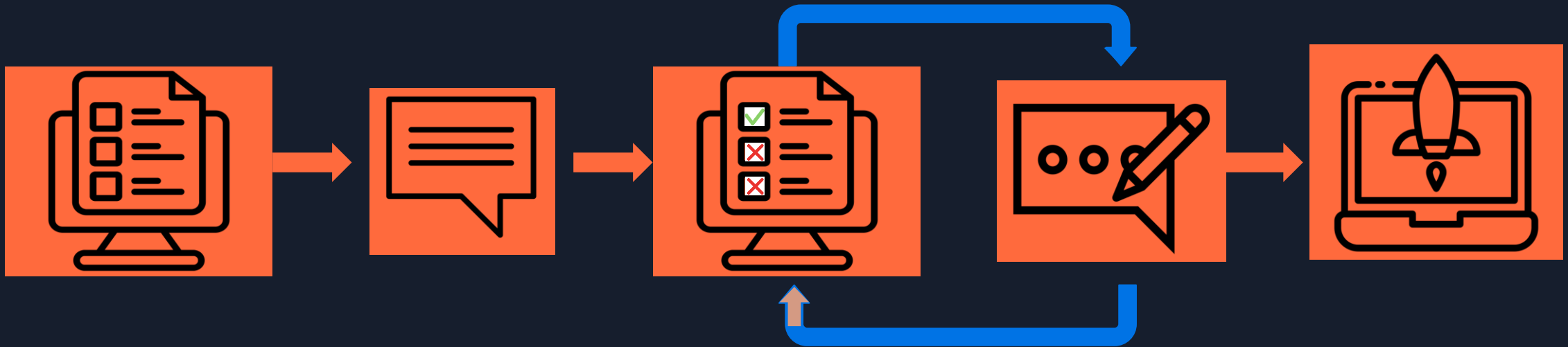
Step 4: Backup, Review and Iterate

Title and ideation

Flesh out the prompt

Review produced content and refine prompt

Share final content with a human reviewer

C1 - Public

What you've learned...

01 What is GenAI, LLMs and Prompt Engineering

02 How to use GenAI for ideation

03 Steps of prompting

04 GenAI can help you with the heavylifting

Thank you!

Ngesa Marvin

// Nairobi AI

// Product Owner, Enterprise AI

AWS
SkillBuilder

AWS Prompt Engineering
with Claude Workshop

GitHub Resources

Claude Deck

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