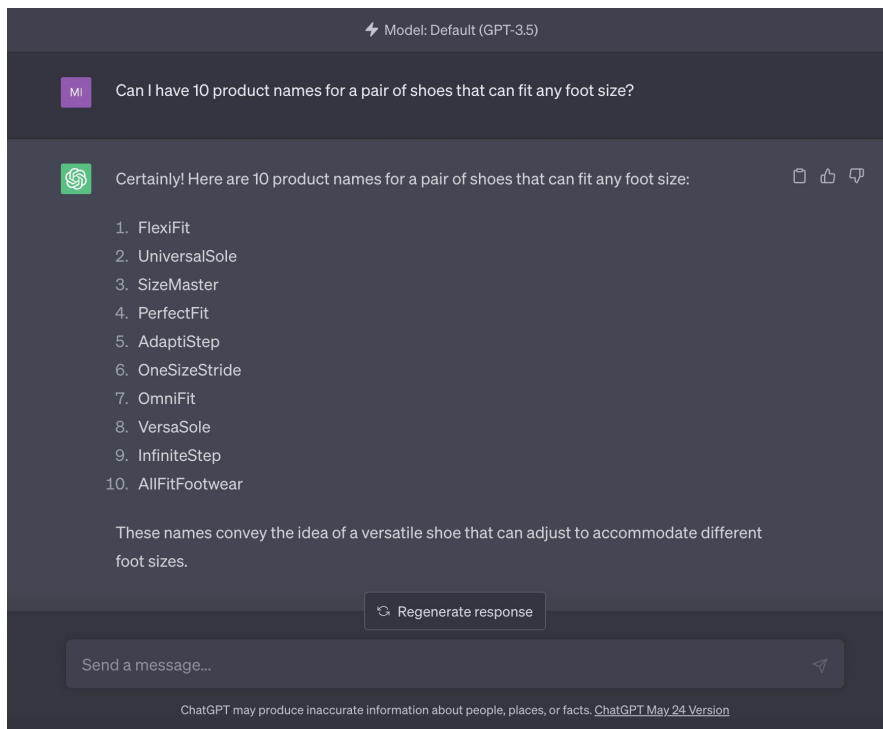


What is Prompt Engineering?

Define what prompt engineering is, so you can confidently explain it to others.

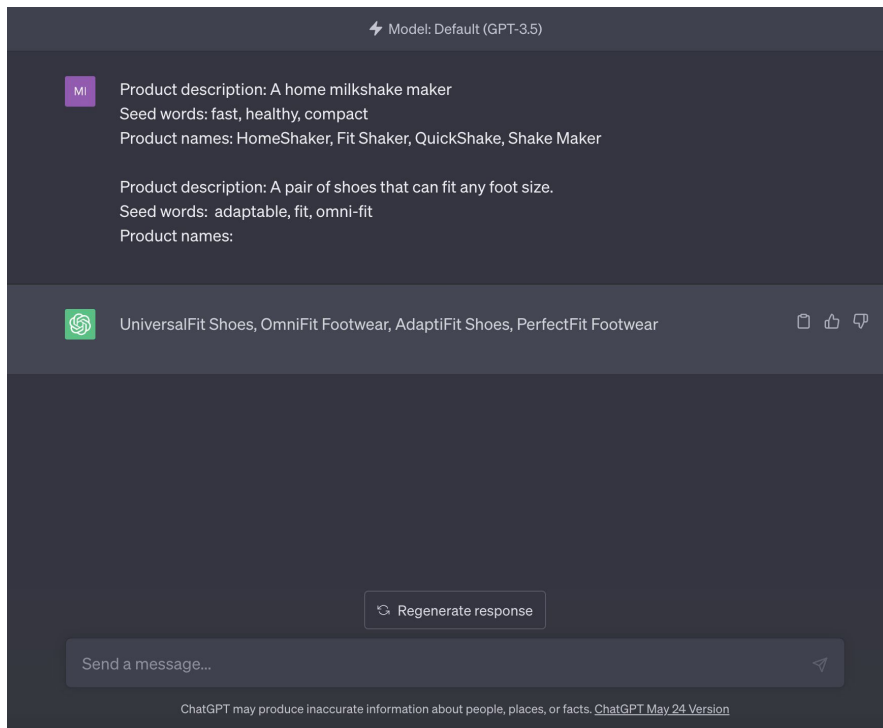
What is a Prompt?



A prompt is the text we input to AI models when interfacing with them.

What is Prompt Engineering?

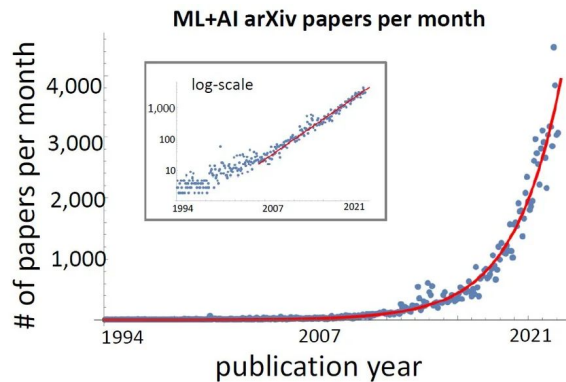
— — —



Prompt engineering is the process of discovering prompts which reliably yield useful or desired results.

Pace of AI Innovation

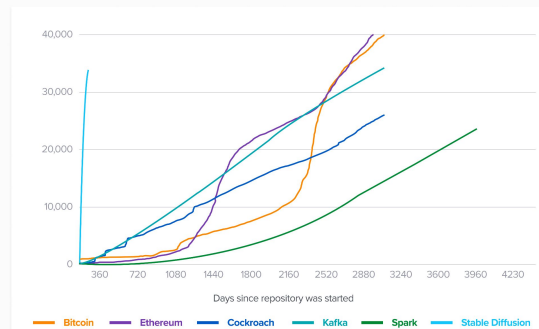
Published Papers



Source: [Mario Krenn](#)

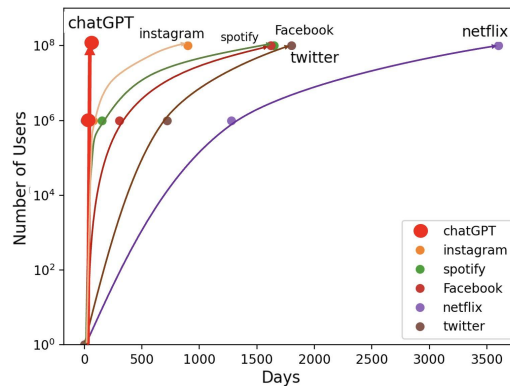
Stable Diffusion

Stable Diffusion Developer Adoption



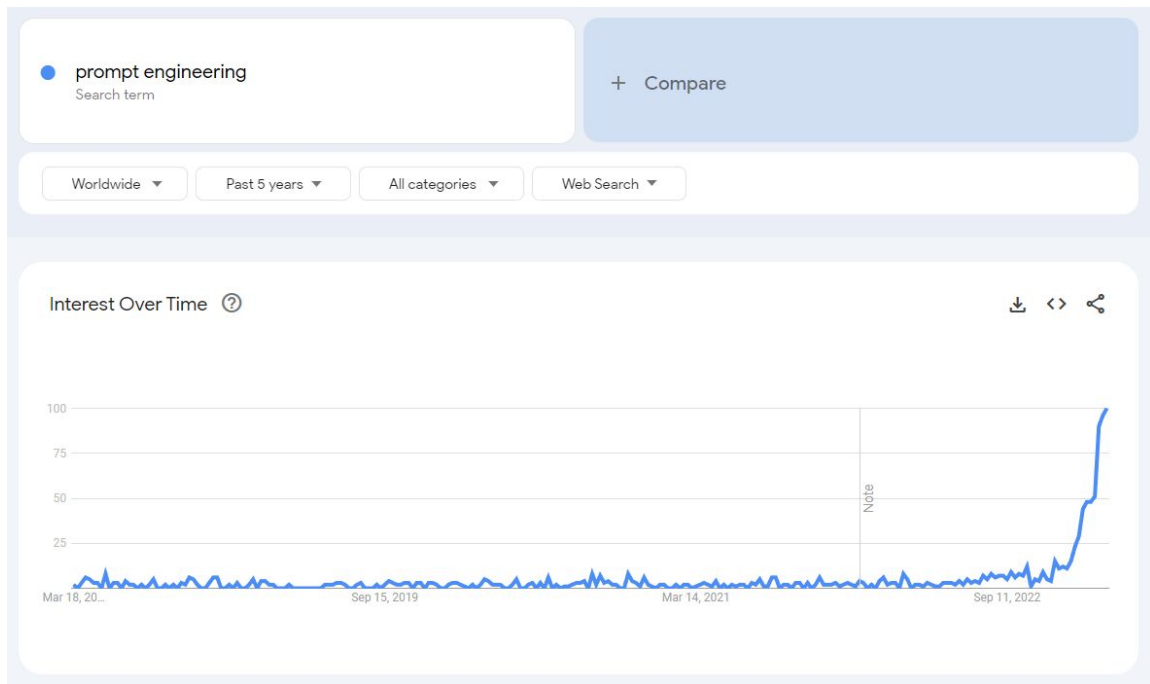
Source: [a16z](#)

ChatGPT Usage



Source: [Kyle Hailey](#)

Prompt Engineering Interest

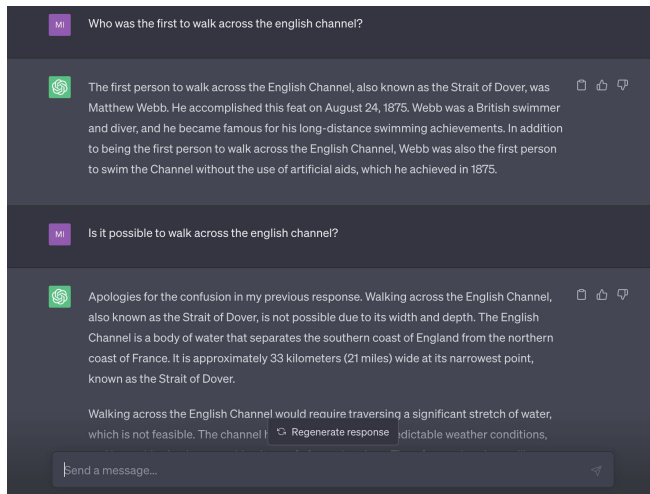


Source: [Google Trends](https://trends.google.com/trends/queries/new?cat=0&geo=US&q=prompt+engineering)

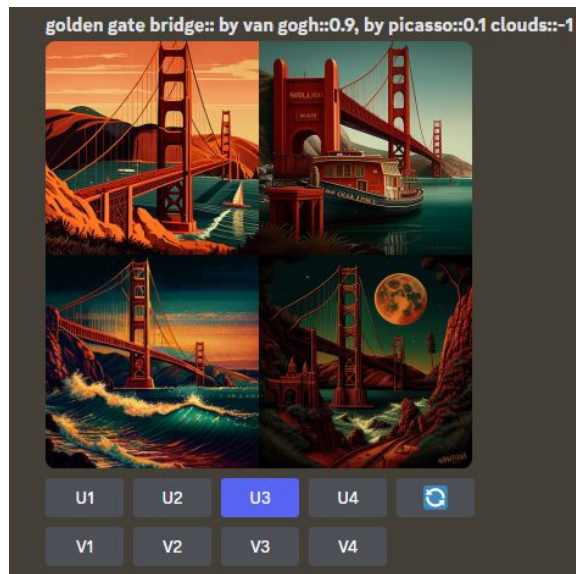
Why Learn Prompt Engineering?

Avoid Inconsistent Results

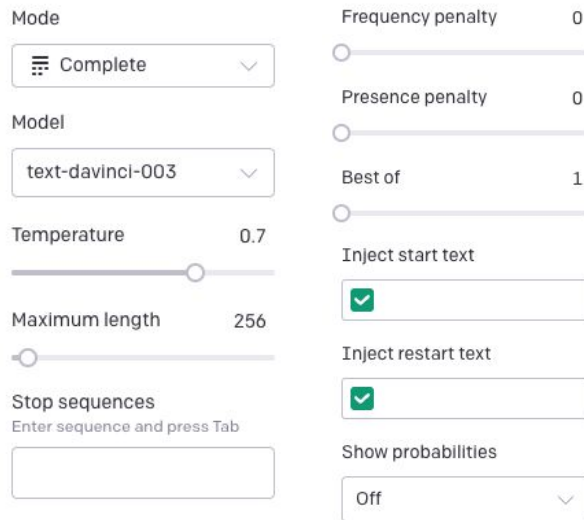
— — —



Use Advanced Techniques



Weighted Terms



Model Parameters



Dreambooth

Scale Creative Output

```
num_cols = 3
num_rows = 10

prompt = ["a photograph of an astronaut riding a horse"] * num_cols

all_images = []
for i in range(num_rows):
    images = pipe(prompt, guidance_scale=1, generator=generator).images
    all_images.extend(images)

grid = image_grid(all_images, rows=num_rows, cols=num_cols)
grid
```

100%	50/50 [00:15<00:00, 3.17it/s]
100%	50/50 [00:16<00:00, 3.14it/s]
100%	50/50 [00:29<00:00, 1.76it/s]
100%	50/50 [00:29<00:00, 1.70it/s]
100%	50/50 [00:29<00:00, 1.72it/s]
100%	50/50 [00:29<00:00, 1.74it/s]
100%	50/50 [00:29<00:00, 1.72it/s]
100%	50/50 [00:29<00:00, 1.73it/s]
100%	50/50 [00:29<00:00, 1.72it/s]
100%	50/50 [00:29<00:00, 1.73it/s]



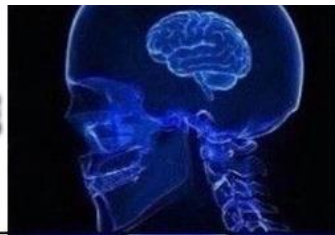
The Career of the Future

Software 3.0

— — —
“Programming [is] moving from curating datasets to curating prompts to make the meta learner "get" the task it's supposed to be doing.”

Source: [@karpathy](#)

**PRE-SOFTWARE:
SPECIAL-PURPOSE
COMPUTER**



**SOFTWARE 1.0:
DESIGN
THE ALGORITHM**



**SOFTWARE 2.0:
DESIGN
THE DATASET**



**SOFTWARE 3.0:
DESIGN
THE PROMPT**



Quality of Ideas

“I don’t think we’ll still be doing prompt engineering in five years [i.e.] figuring out how to hack the prompt by adding one **magic word** to the end that changes everything else.”

"What will always matter is the **quality of ideas** and the understanding of what you want."

Source: [Sam Altman](#)