

ORAL PROJECT REPORT

Task for Course: DLBPKIEKPT01_E – Project: AI
Excellence with Creative Prompting Techniques

CONTENT

1. Task.....	2
1.1 Task 1: Presentation for a Company-Internal Product or Process Innovation Competition	3
1.2 Task 2: Improving Customer Communication	3
1.3 Task 3: Improving Employer Branding Campaigns	4
2. Additional Information for the Evaluation of the Oral Project Report	4
3. Tutorial Support	4

1. TASK

For the oral project report, you can choose from the following tasks. Please choose one of them that you would like to work on in your oral project report.

Hints for all 3 tasks:

Consider utilizing the following tools in your project:

- OpenAI ChatGPT (for text):
<https://openai.com/>
- Chatbot Arena to test & compare different AI model outputs for same prompts:
<https://chat.lmsys.org/>
- OpenAI Dall-E (for images):
<https://openai.com/>
- Stable Diffusion (for images):
<https://stablediffusionweb.com/>
- Ideogram (for images):
<https://ideogram.ai/>
- Colossyan (for videos; test for free):
<https://www.colossyan.com/>
- Descript (for videos; test for free):
<https://www.descript.com/>
- RunWayML (for videos; test for free):
<https://runwayml.com>

Please take note that these tools might only be available for free testing or for a limited time frame. Consistently check the course materials for recent tools that can be utilized for free in this course. Moreover, students are free to select any other generative AI tool as per their preference.

Prompting links:

- OpenAI Prompting:
<https://help.openai.com/en/articles/6654000-best-practices-for-prompt-engineering-with-openai-api>
- Stable Diffusion prompt database:
<https://stablediffusionweb.com/prompts>
- GPT and image prompt database:
<https://promptbase.com/>

Note on copyright:

Please take note that IU Internationale Hochschule GmbH holds the copyright to the examination tasks. We expressly object to the publication of tasks on third-party platforms. In the event of a violation, IU Internationale Hochschule is entitled to injunctive relief.

1.1 Task 1: Presentation for a Company-Internal Product or Process Innovation Competition

Consider yourself as an intern at a company of your choice, participating in an internal competition for new product or process innovations. Submissions for this competition are made via a **one-page presentation of the idea**, and this presentation can be entirely textual, entirely visual, or a blend of both.

1. Briefly present the company you have chosen and the field in which it operates. Explain the topic you have chosen to submit for the internal innovation competition and how you utilized generative artificial intelligence (AI) to refine your innovation idea.
2. Specify which AI-generation tools you selected to innovate your idea and to generate the content for the one-page presentation. Illustrate the prompting techniques you experimented with during these tasks.
3. Explain how you analyzed and evaluated the performance of the tested prompting techniques, and how you determined your final prompts. Include information about the extent to which you had to modify the AI-generated content.
4. Include your one-page innovation presentation in your report and clarify which parts of its content were AI-generated.
5. Discuss any ethical considerations related to using generative AI in such a task.

1.2 Task 2: Improving Customer Communication

Consider yourself as a senior manager in the customer service or sales department. Your department is challenged with numerous incoming emails requesting more information about the products. You are innovating a new concept to respond more quickly to these inquiries by utilizing generative AI.

1. Briefly introduce the hypothetical product your company offers. Explain how generative AI could speed up the responses to incoming inquiries about the product. Consider the ethical implications of using AI in such situations.
2. Demonstrate the generative AI tools and the (system) prompting techniques you experimented with to address the task.
3. Describe how you assessed the effectiveness of the tested prompting techniques and how you handled the ethical challenges involved. Explain your criteria for selecting the final prompting techniques.
4. Clarify your decision-making process in selecting the final concept approach and the tools you would incorporate into that concept.

1.3 Task 3: Improving Employer Branding Campaigns

Consider yourself a junior manager in the employer branding department. Your company has discovered that the target group it is trying to recruit often ends up working for a competitor. Your manager has asked you to gather information about your company's latest employer branding materials and compare them with those of your competitors. Furthermore, you are tasked with innovating a concept to improve the branding materials (text, images, videos alone or in combination) for next month's advertising campaign.

1. Briefly present the company you have chosen and the field in which it operates. Discuss whether and how you would employ generative AI to complete the comparison of your company's and the competitor's employer materials. Consider the opportunities and limitations of generative AI in this task, as well as the ethical and moral considerations involved.
2. Explain the approach and tools for ideating improvements to the employer branding material and how you would utilize generative AI in this process. Demonstrate the prompting techniques you experimented with in this step. Include the 2-3 most significant examples of the outputs and evaluate them in the context of usefulness and ethical usage.
3. Explain how you analyzed and evaluated the performance of the tested prompting techniques, and how you determined your final prompts for different tasks. Include a discussion about the usefulness of generative AI in these tasks and how much of the AI-generated content you had to modify.

2. ADDITIONAL INFORMATION FOR THE EVALUATION OF THE ORAL PROJECT REPORT

When conceptualizing the oral project report, the evaluation criteria and explanations given in the writing guidelines should be considered.

3. TUTORIAL SUPPORT

Several options are available for support with presentations. The student is responsible for making use of these resources. Tutors are available for subject consultation on the choice of topic as well as for specific and general questions on academic work. There is no provision for the tutor to confirm acceptable outlines, parts of the content, or presentation drafts, since independent preparation is part of the examination. However, hints may be given on rough drafts to facilitate the creation of academic work.