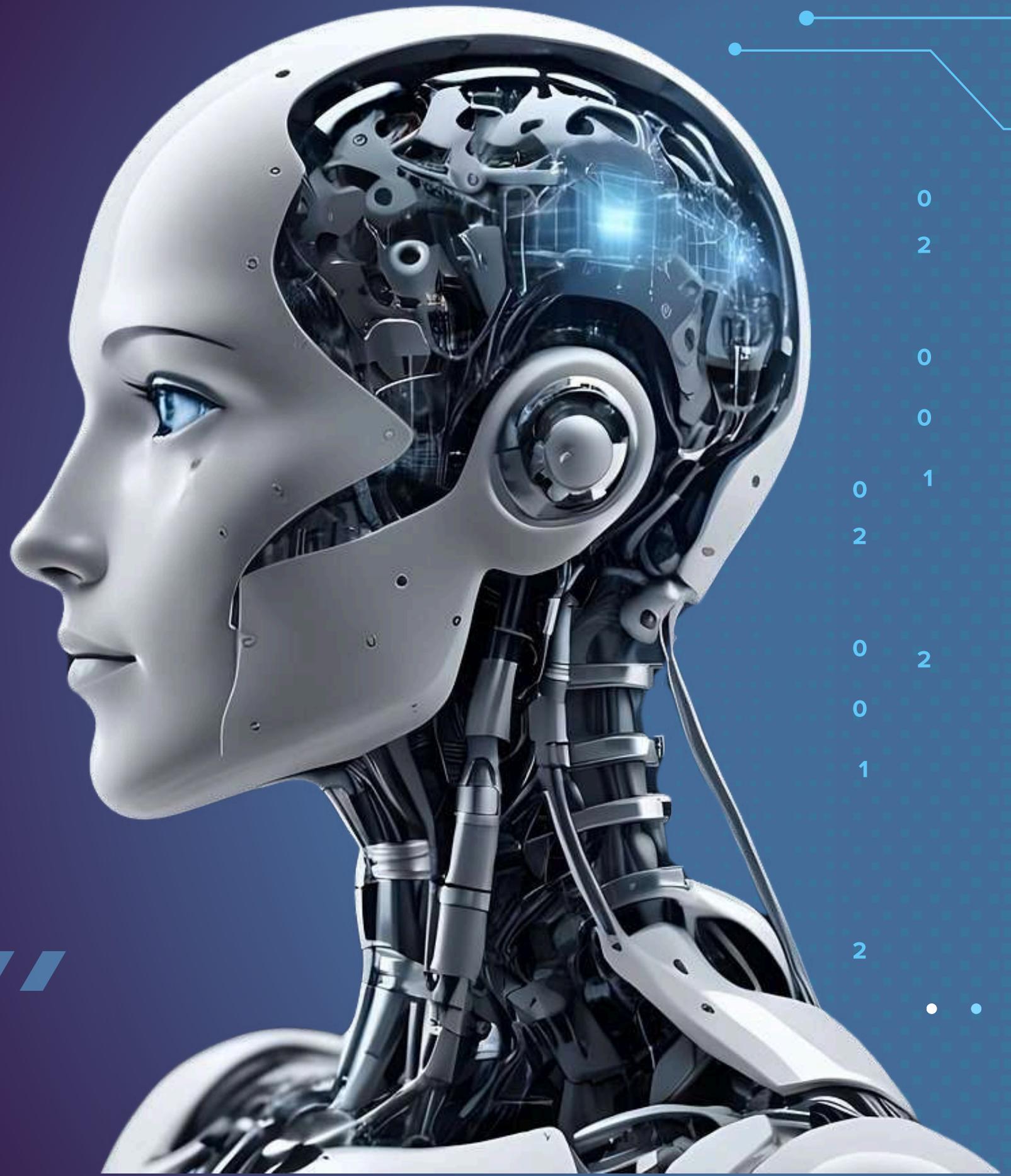


PROMPT ENGINEERING

YASH THAKKER



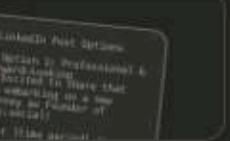


Generate image of a person learning how to ride a
bike

-
-
-
-
-
-
-
-
-

AT write social media post for linkedin celebrating my new job at Olly.social as a founder

LinkedIn Job Announcement Post
Document



I've created three different LinkedIn post options for announcing your new role as Founder of Olly.social. Each has a different tone and approach:

Option 1 is professional and forward-looking, focusing on your expertise and the opportunity you see in the market.

Option 2 tells more of a personal story about your journey and the "leap of faith" aspect of founding a company.

Option 3 emphasizes community and gratitude, positioning your company as relationship-focused.

Feel free to mix and match elements from different options, or let me know if you'd like me to adjust the tone, add specific details about your background, or customize any particular aspect!

AT no, i wanted a more professional tone and only 1 example

LinkedIn Job Announcement Post
Document · Version 2



Here's a professional LinkedIn post announcing your new role as Founder of Olly.social. It maintains a confident, business-focused tone while highlighting the opportunity and inviting

Excited to announce that I'm joining Olly.social as Founder!

I'm thrilled to be building innovative solutions in the social media space, focusing on creating meaningful connections and driving authentic engagement for businesses and creators alike.

This new venture represents an incredible opportunity to shape the future of social technology and deliver real value to our community. Looking forward to sharing our progress and connecting with fellow entrepreneurs, investors, and industry leaders who are passionate about the evolving digital landscape.

Thank you to everyone who has supported my journey. The best is yet to come!

#Entrepreneurship #SocialMedia #Startup #Innovation #Founder

Write social media post for linkedin celebrating my
new job at Olly.social as a founder

not fun

• • • • • • •

confidently share
wrong answers

Hallucinations

cringe - ai
generated

BIAS

wrong math

repetitive

prompt
engineering
contradictory
outputs

unusable
code

multiple options

breaks

something else
in code

• • • • •

how it feels like



I click file then save to
save my file

• • • • •

whose fault is it?



• • • • •

WHAT IS A PROMPT?





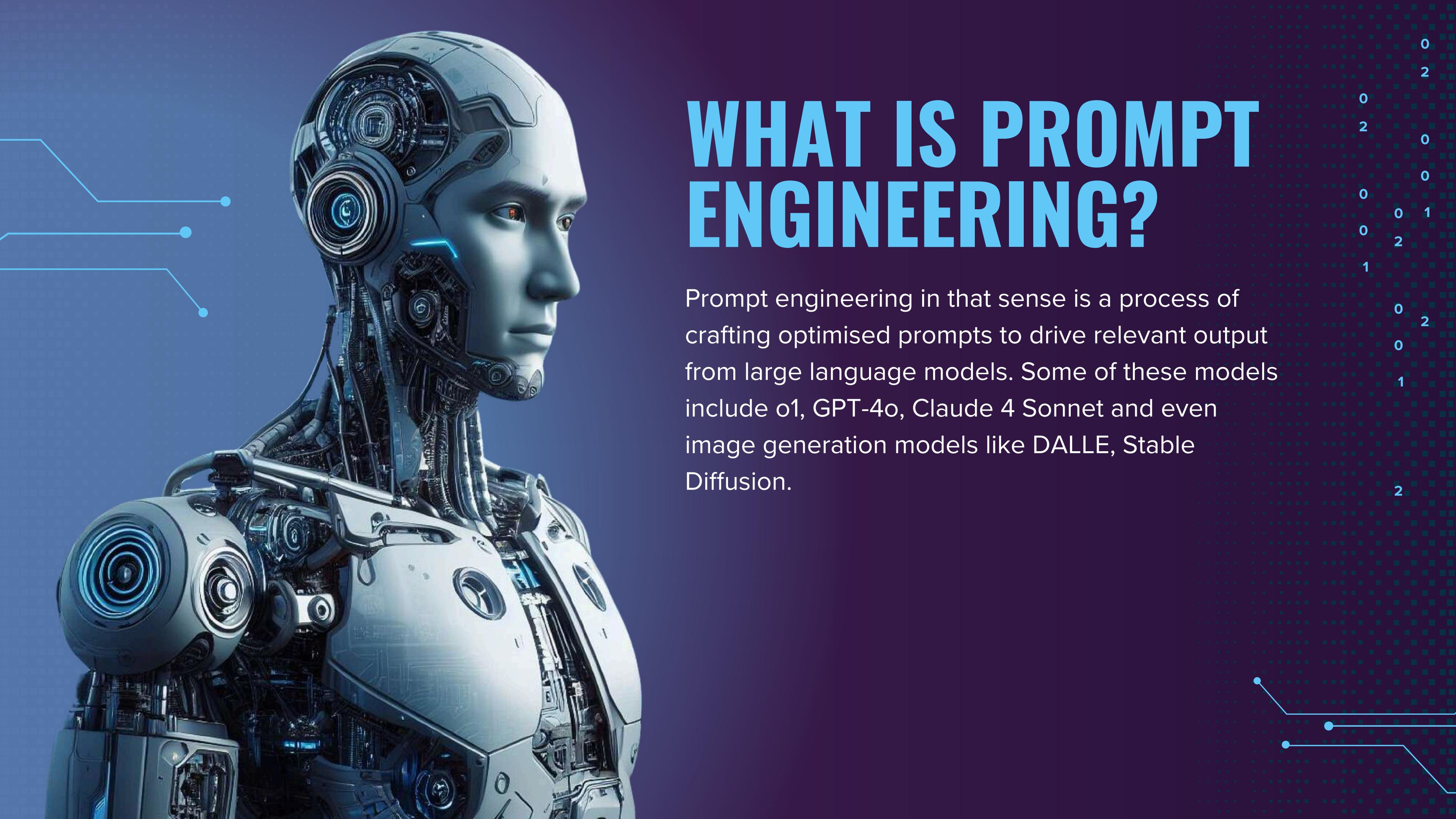
WHAT IS A PROMPT?

A prompt is an instruction or question given to AI that shapes what it creates and how it responds.

We use this everyday in our lives. Example: Go make a sandwich, Enjoy this class, etc.

A prompt is the input that guides AI systems to generate specific outputs. The way you phrase your request directly determines what you'll receive—from direct commands to open-ended questions, your words are the blueprint for AI creation.

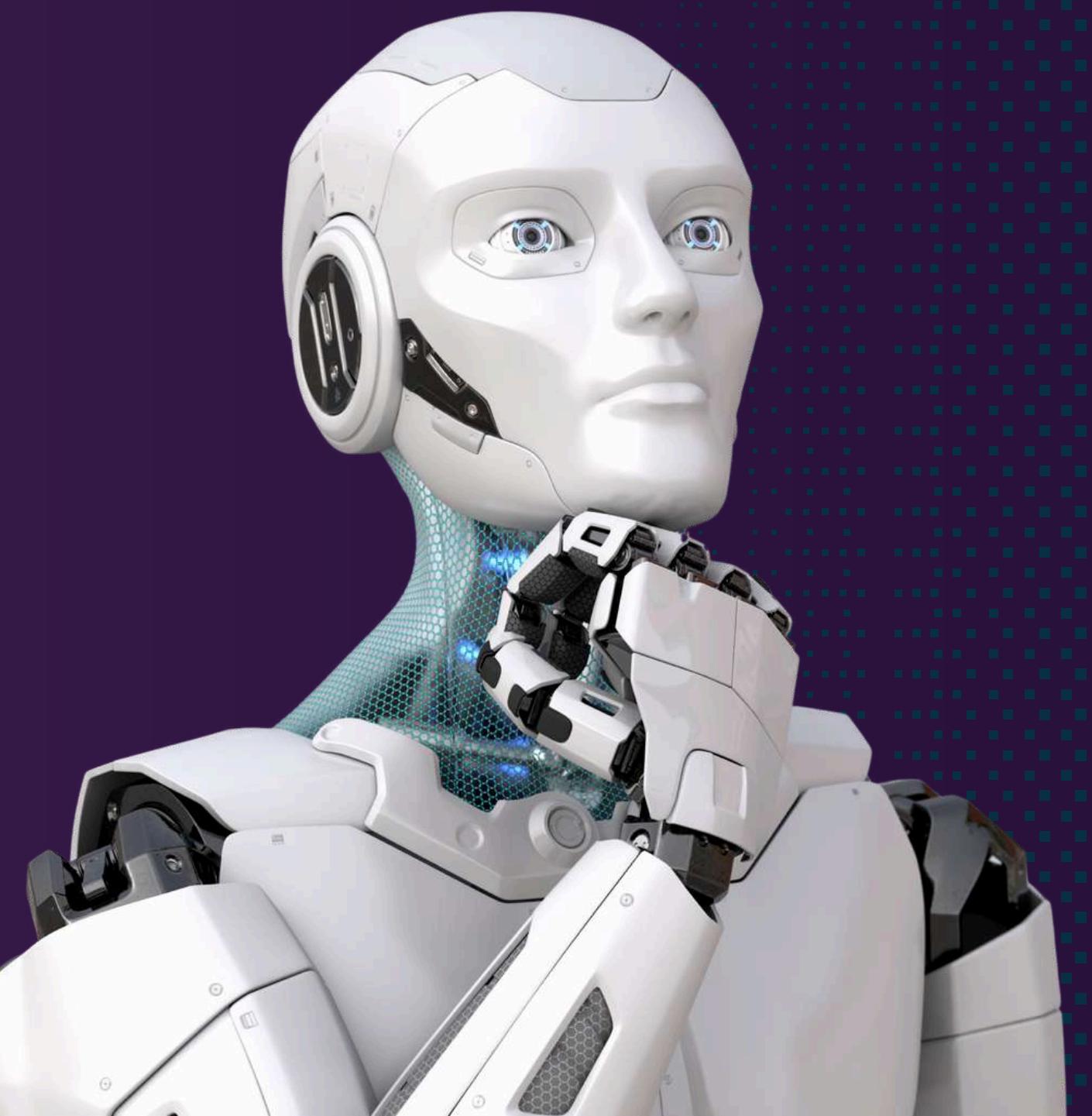
Human prompts are rooted in cultural content. Prompts for AI are built to be rooted in relevant context.



WHAT IS PROMPT ENGINEERING?

Prompt engineering in that sense is a process of crafting optimised prompts to drive relevant output from large language models. Some of these models include o1, GPT-4o, Claude 4 Sonnet and even image generation models like DALLE, Stable Diffusion.

QUESTION: WHY IS PROMPT ENGINEERING IMPORTANT TODAY?



WHY IS IT IMPORTANT?



ENHANCED ACCURACY AND RELEVANCE

By carefully crafting prompts, users can guide AI models to produce more accurate and relevant outputs, leading to better results.



REDUCED NEED FOR EXTENSIVE TRAINING

Clear prompts guide the model's learning, achieving desired results more efficiently and reducing the need for extensive training.



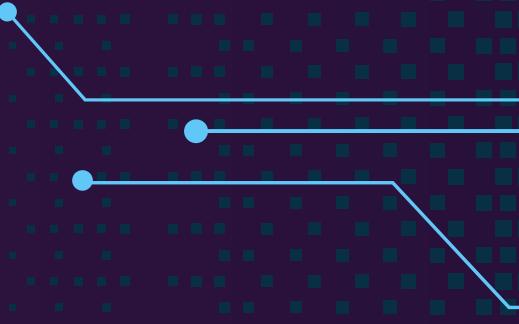
REDUCED BIAS

Prompt engineering can help mitigate bias that may be present in the training data of large language models.



LOWER COSTS

Well written prompts are less expensive for the company and also for your productivity.



TRANSFERABILITY ISSUES

Prompts that work well with one model may perform poorly with another.

LACK OF STANDARDIZATION

No universal prompt design guidelines lead to inconsistent practices and results.

OVERRFITTING PROMPTS

Overly specific prompts limit versatility and adaptability



CHALLENGES

TOKEN LIMITATIONS

Lengthy prompts may exceed token limits, leading to truncation.

DATA PRIVACY ISSUE

Ensuring prompt security is crucial, especially in sensitive industries, as users hesitate to share data.

MULTILINGUAL CHALLENGES

For multilingual tasks, effective prompts require linguistic nuance since most LLMs are primarily trained in English.

TECHNIQUES OF PROMPT ENGINEERING

ZERO-SHOT PROMPTING

- **Definition:** Involves giving the model direct instructions or questions without providing any examples or context.
- **Use Case:** Best for simple tasks like factual queries or straightforward instructions.
- **Example:** "What are the causes of global warming?"
- **Advantages:** Quick and simple; works well for tasks the model is already trained on.

ONE-SHOT PROMPTING

- **Definition:** Provides a single example to illustrate the desired response format or style.
- **Use Case:** Useful for guiding the model efficiently when zero-shot learning fails.
- **Example:** "Given example: Burning fossil fuels releases carbon dioxide, leading to global warming. Now, explain how industrial agriculture contributes to climate change."
- **Advantages:** Improves accuracy for moderately complex tasks.

FEW-SHOT PROMPTING

- **Definition:** Supplies multiple examples to enhance the model's understanding of the task and expected output.
- **Use Case:** Ideal for complex queries requiring nuanced responses.
- **Example:** "Given examples: Deforestation reduces carbon absorption, industrial agriculture emits methane. Now, describe how urbanization affects climate change."
- **Advantages:** Enhances reliability and consistency in complex tasks.

TECHNIQUES OF PROMPT ENGINEERING

CHAIN-OF-THOUGHT PROMPTING

- **Definition:** Breaks down complex reasoning into intermediate steps to improve accuracy.
- **Use Case:** Helps solve problems requiring logical reasoning or multi-step calculations.
- **Example:** "Solve $2x + 3 = 11$ by first subtracting 3 from both sides, then dividing by 2."
- **Advantages:** Enhances reasoning capabilities and reduces errors in complex tasks.

NEGATIVE PROMPTING

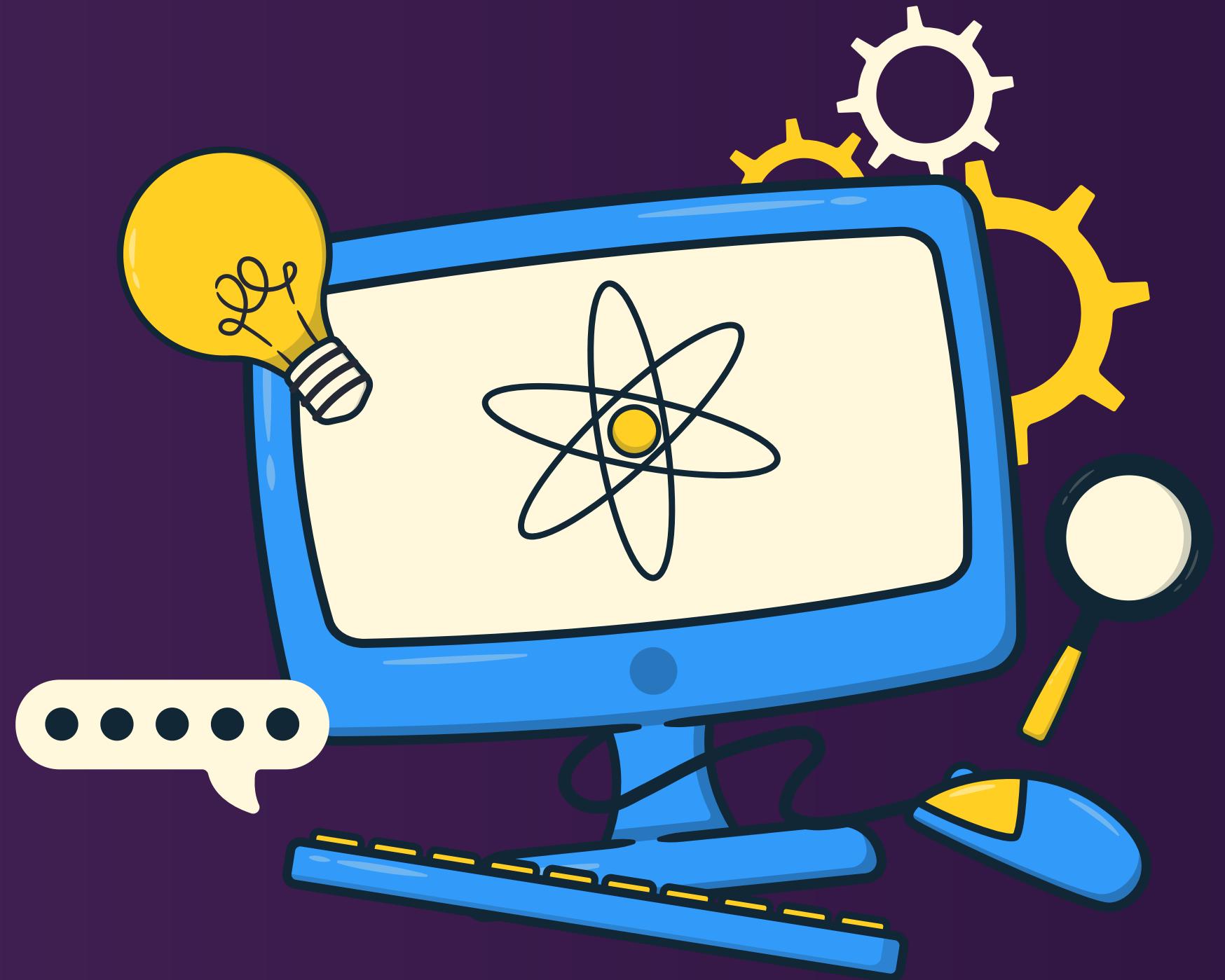
- **Definition:** Specifies what the AI should avoid generating in its response.
- **Use Case:** Useful for filtering undesired outputs (e.g., avoiding specific styles or topics).
- **Example:** "Write a poem about love but avoid mentioning heartbreak."
- **Advantages:** Improves control over output quality.

PROMPT CHAINING

- **Definition:** Splits a complex task into smaller subtasks, using outputs from one prompt as inputs for subsequent prompts.
- **Use Case:** Ideal for achieving consistency in complicated workflows.
- **Example:** Step 1: Generate an outline for an essay. Step 2: Expand each section into paragraphs.
- **Advantages:** Enhances reliability for multi-step processes.

• • • • •

SCIENCE OR AN ART?

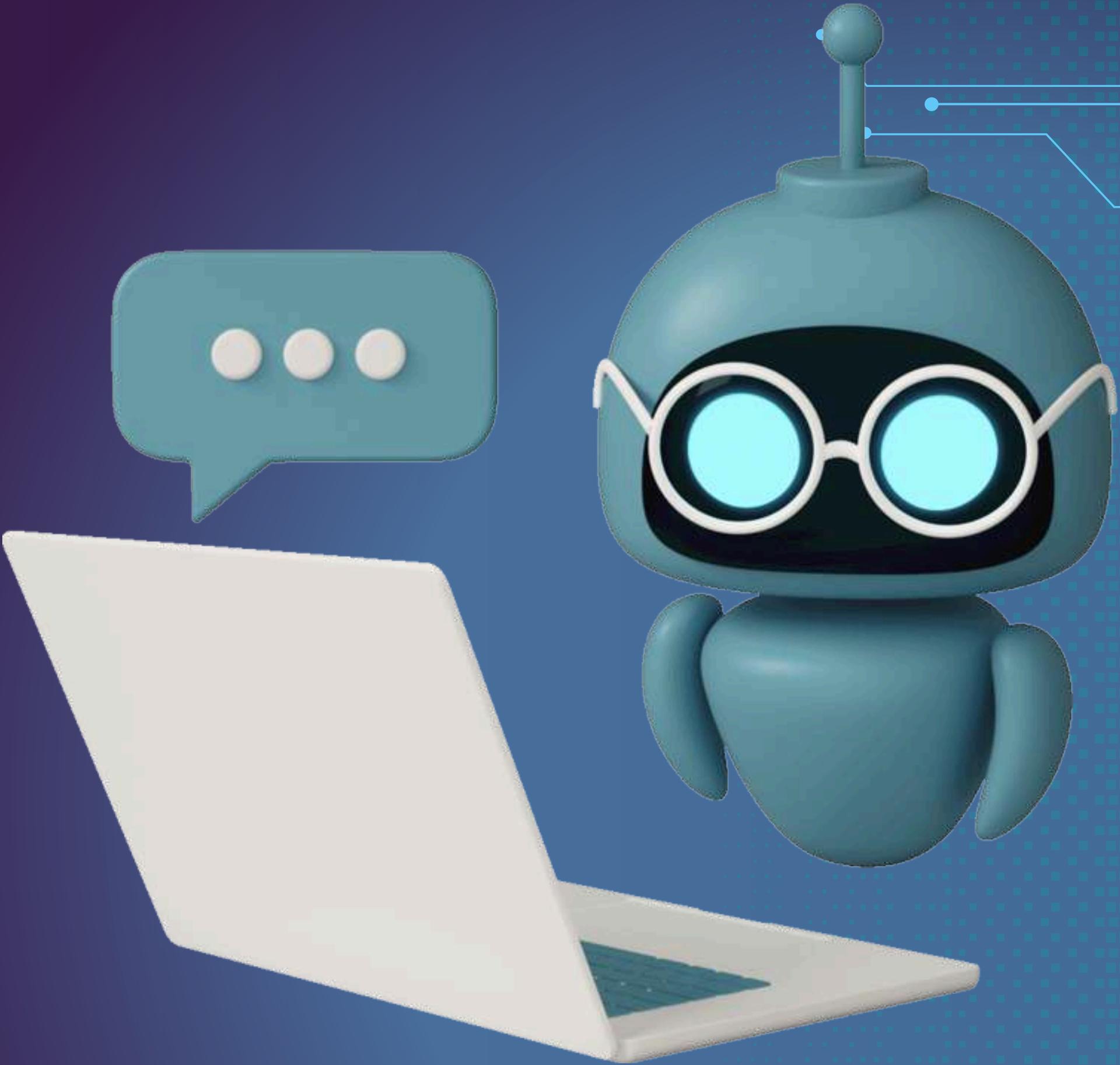


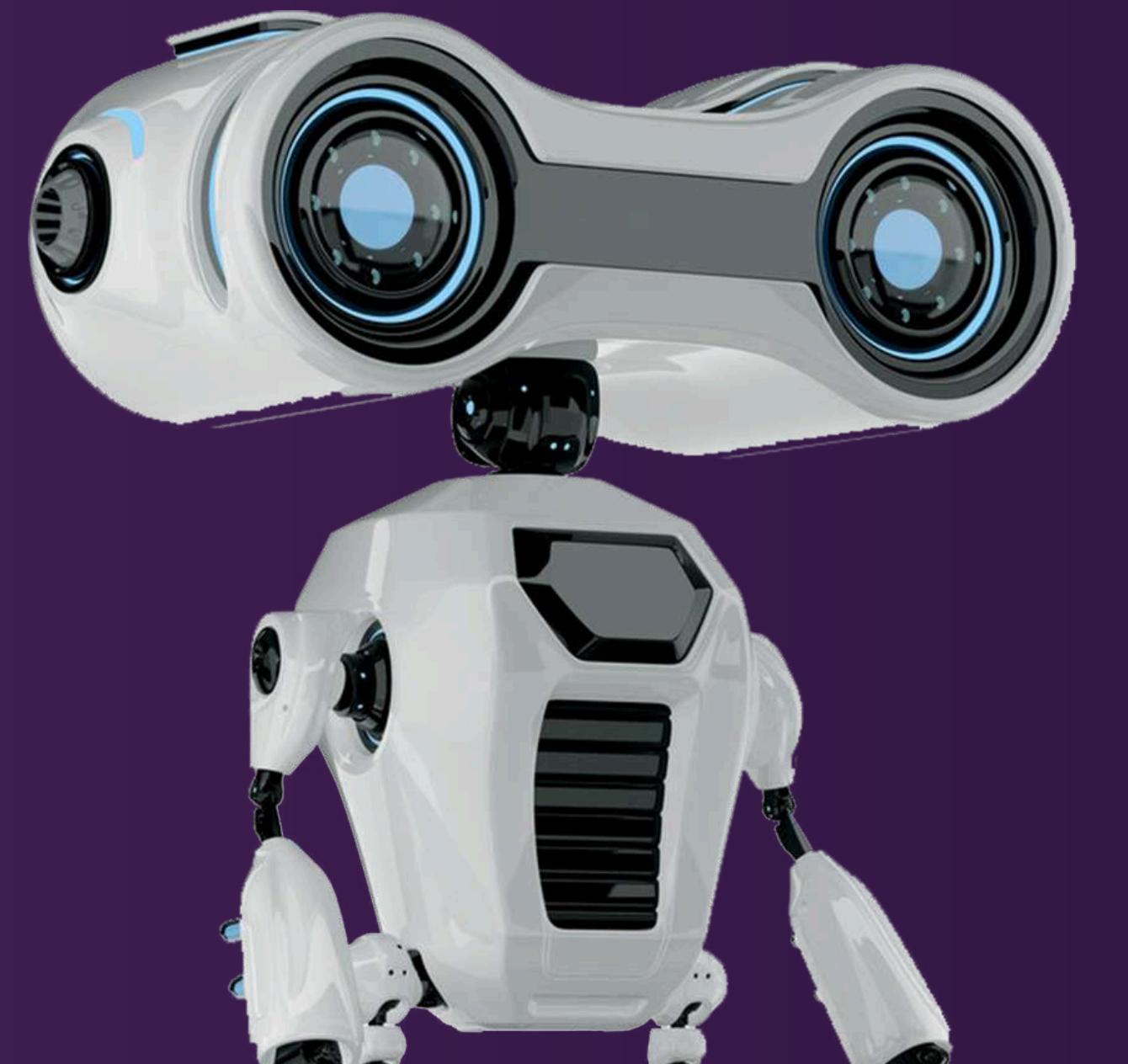
Both. Prompt engineering combines scientific precision with creative intuition.

The science lies in understanding AI architecture, token limitations, and algorithmic behaviors.

The art emerges in crafting language that navigates AI biases, leverages context windows, and unlocks the system's full potential.

Mastery requires experimentation, pattern recognition, and developing an intuitive feel for how small changes in wording can dramatically shift results.





HOW DO I WRITE GOOD PROMPTS?

TYPES OF PROMPTS

1

TEXT PROMPTS

2

IMAGE PROMPTS

3

AUDIO PROMPTS

4

VIDEO PROMPTS

• • • • • • •

TEXT PROMPTS





- A text prompt is an input given to an AI system to generate a specific output. It guides the AI to produce relevant and coherent text based on the provided instruction or context. Effective prompts are crucial for achieving desired results from AI models.
- Most common types of prompts. Generally used for all multimodal models. GPTs, DALLE, RunwayML, Pika, Elevenlabs and so on.

CREATE FORMULA.

• • • • • • •

C - Clear Request: Explicitly state what you want created

R - Role: Define who/what perspective should generate the content

I - Intent: Explain the purpose or goal of the text

T - Tone: Specify the style, voice, or emotional quality

E - Examples/Expectations: Provide format examples or detail level expectations

CREATE [SPECIFIC CONTENT TYPE] FROM THE PERSPECTIVE OF
[ROLE/PERSONA]. THIS WILL BE USED FOR [INTENT/PURPOSE]
AND SHOULD USE A [TONE/STYLE] VOICE. INCLUDE [SPECIFIC
ELEMENTS] AND FORMAT IT AS [STRUCTURE/FORMAT EXAMPLE].

REAL WORLD EXAMPLE

GOOD VS BAD PROMPTS?

EXAMPLE OF TEXT PROMPTS

0
2
0
2
0
0
0
0
0
1
0
2
0
0
1
Text Prompt

0
2
0
2
0
0
0
0
0
1
0
2
0
0
1


0
2
0
2
0
0
0
0
0
1
0
2
0
0
1
Reply to Claude...
+ ↗
Claude 3.7 Sonnet ✓

A Create a comprehensive and SEO-friendly blog post on the topic "How AI is Transforming Your Daily Life." The post should highlight the various ways artificial intelligence is impacting daily routines, from smart home devices to personalized recommendations. Ensure the content is engaging, informative, and optimized for search engines. Include relevant keywords, meta descriptions, and headings to enhance readability and search visibility.

I'll create a comprehensive SEO-friendly blog post on how AI is transforming daily life. I'll include all the elements you requested.

How AI is Transforming Your Daily Life Document

How AI is Transforming Your Daily Life: 10 Ways You're Using Artificial Intelligence Without Realizing It

Meta Description: Discover how artificial intelligence is revolutionizing everyday activities from morning routines to entertainment choices. Learn about 10 ways AI is already enhancing your daily life in this comprehensive guide.

Introduction: The Invisible AI Revolution

Artificial intelligence has transitioned from science fiction to an essential part of our everyday lives, often operating behind the scenes without our awareness. What once seemed like futuristic technology is now seamlessly integrated into our daily routines, subtly enhancing our experiences and making life more convenient. In this article, we'll explore how AI is transforming everyday activities and why understanding these changes matters for everyone.

Your Morning Routine: AI Before Breakfast

Smart Home Assistants: The First AI Interaction of the Day

Your day likely begins with AI before you've even had your first cup of coffee. Whether you ask Alexa, Google Assistant, or Siri about the weather forecast or to play your morning news briefing, you're interacting with sophisticated AI systems that use natural language processing to understand and respond to your requests.

These virtual assistants aren't just listening—they're learning. Each interaction helps them better understand your preferences and speech patterns, allowing them to provide increasingly personalized responses over time.

Generated Blog

Smart Thermostats and Lighting: AI for Comfort and Energy Efficiency

The comfortable temperature in your home may be courtesy of AI-powered thermostats like Nest or Ecobee that learn your schedule and temperature preferences. These devices use machine learning algorithms to:

- Predict when you'll be home or away
- Adjust temperatures automatically to optimize comfort
- Reduce energy consumption by up to 15% on heating and cooling

EXAMPLE OF TEXT PROMPTS



P <http://paypal.com/in/home>

Create a list of 6-10 frequently asked questions (FAQs) from the perspective of a customer support specialist at PayPal India. This will be used for helping website visitors understand and resolve common queries about PayPal's services in India, and should use a friendly, professional, and easy-to-understand voice. Include clear questions and concise, accurate answers focused on Indian users (e.g., account setup, payment issues, KYC requirements, fees, etc.) and format it as a bulleted list with the question in bold and the answer directly below it in plain text.



Text Prompt

PayPal India - Frequently Asked Questions

How do I create a PayPal account in India?

Creating a PayPal account in India is free and can be done online through our official website. You'll need to provide basic information like your name, email address, and phone number. For business accounts, you'll also need to provide business details and complete KYC verification to fully activate your account.

What documents do I need for KYC verification?

For KYC (Know Your Customer) verification, you'll typically need to provide your PAN card details, bank account information including IFSC code, and valid identity proof. Business accounts may require additional documents like business registration certificates and tax documents. This verification is mandatory for receiving payments and ensures your account security.

How do I link my Indian bank account to PayPal?

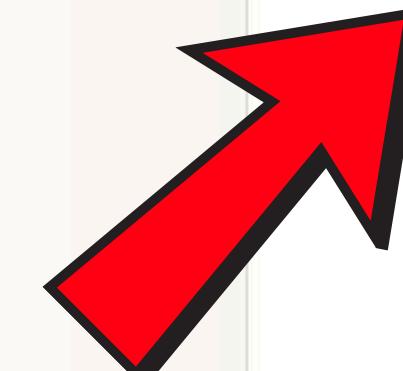
To link your bank account, log into your PayPal account and go to your wallet settings. Add your bank details including account number, IFSC code, and ensure the account holder name matches your PayPal account name. PayPal will make small verification deposits to confirm your account ownership.

What are the fees for using PayPal in India?

PayPal doesn't charge fees for opening an account or making purchases. However, there are fees for receiving payments (typically 2.9% + fixed fee for domestic transactions), currency conversion (around 3.5-4% above the base exchange rate), and international transactions. Check your account dashboard for the most current fee structure.

Why is my PayPal payment failing?

Payment failures can occur due to several reasons: insufficient funds in your linked bank account or card, bank restrictions on international transactions, incorrect billing information, or your bank blocking the transaction for security reasons. Contact your bank to ensure international transactions are enabled, and verify all payment details are correct.



Generated FAQs

EXAMPLE OF TEXT PROMPTS

The screenshot shows a ChatGPT interface with a dark blue background. At the top, it says "ChatGPT 4o" and "Apac Digital Payments Summary". Below the header, there's a file icon labeled "PayPal_Asia_Research_Report_Digital_... PDF". A large text area contains a detailed text prompt for generating an executive summary. Two red arrows point from the text "Executive Summary: Digital Payment Trends in Asia-Pacific" and "Summary" to the corresponding sections in the generated text below. The generated text includes a section titled "Overview" and another titled "Key Findings" with bullet points.

Create a comprehensive executive summary from the perspective of a market research analyst specializing in digital finance trends. This will be used for informing strategic planning and decision-making by fintech stakeholders and digital payment solution providers in the Asia-Pacific region, and should use a professional, analytical, and insight-driven tone. Include core findings, regional comparisons, user behavior trends, emerging opportunities, statistical highlights, and PayPal's positioning within the digital payments landscape. Format it as a structured executive summary with clear subheadings (e.g., "Overview," "Key Findings," "Regional Insights," "Consumer Behavior," "Strategic Implications") and bullet points where appropriate for clarity and quick reference.

Executive Summary: Digital Payment Trends in Asia-Pacific

Overview

The Asia-Pacific region is undergoing a profound transformation in digital finance, spurred by the proliferation of mobile devices, increased internet penetration, and a youthful, increasingly affluent population. Despite widespread digital connectivity, cash remains dominant. However, rising dissatisfaction with cash-related inefficiencies, growing awareness of digital alternatives, and the rise of social commerce point to an inflection point in adoption trends. PayPal commissioned this multi-market study to understand barriers and drivers of digital payments and identify strategic opportunities to enhance financial inclusion and innovation across APAC.

Text Prompt

Key Findings

- Cash is Still King: 88% of consumers across Asia use cash, and 57% consider it their most frequently used method.
- Awareness-Usage Gap: While 49% of consumers are aware of mobile/e-wallets, only 35% use them, and

Summary

EXAMPLE OF TEXT PROMPTS

The screenshot shows the ChatGPT 4o interface. On the left, there's a sidebar with icons for AI, Chat, and Tools, and a button to Ask anything. The main area has two tabs: "ChatGPT 4o" and "Olly Social Reply". The "Olly Social Reply" tab is active, showing an email conversation:

Hi Samantha,

Hope you're doing well.

Came across your profile and thought Olly Social might resonate, we've built it to help people engage on social media consistently and boost their social media growth.

No pressure at all, just happy to share more if you're curious.

Best,
Shri

Below this, a large text box contains the following text prompt:

Create an email reply from the perspective of a professional social media marketer named Samantha. This will be used for responding to a cold outreach about a new social media tool called Olly Social, and should use a polite, open, and conversational tone. Include a brief acknowledgment of the outreach and a comment on the product or offer if interested. Format it as a short professional email (2-3 sentences), keeping the reply courteous and appreciative.

At the bottom right of the main window, there's a red arrow pointing to the word "Reply Mail". At the bottom center, another red arrow points to the word "Text Prompt".

EXAMPLE OF TEXT PROMPTS

A Generate a LinkedIn post from the perspective of a founder or product marketer performing end-to-end testing of their own product website (Olly.social). The post should highlight a personal discovery: during onboarding/UX testing, the user realized the site was missing an H1 tag with a proper keyword — a critical SEO element. At that time, the page was ranking 8th on Google. After updating the page to include a properly optimized H1 (with relevant keyword "Comment Generator" and within ideal character limits), the page rose to 5th position in SERP within 2–3 days. The goal is to share this as a real, actionable SEO insight that others might miss — especially those working on early-stage products or wearing multiple hats. Use a tone that's honest, curious, and casually tactical — the voice of someone learning and improving in public. Structure the post with:

A hook that captures the surprising SEO oversight or fast result

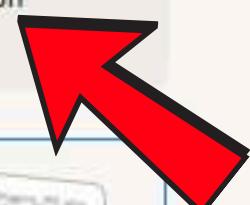
A brief breakdown of what was discovered and how it was fixed (onboarding → missing H1 → added optimized H1)

A specific outcome (SERP jump from 8th to 5th)

A reflective or open-ended line inviting others to check for the same issue

Keep it under 1,300 characters. Keep formatting clean. Avoid fluff or hype — focus on sharing the insight naturally.

LinkedIn SEO Discovery Post
Document



Text Prompt

I've created a LinkedIn post that captures your SEO discovery story in an authentic, tactical voice. The post:

- Opens with a relatable hook about obvious oversights
- Walks through your specific discovery process during UX testing

Reply to Claude...

Sometimes the biggest SEO wins hide in plain sight 🎉

Was doing end-to-end testing on Olly.social's onboarding flow when I noticed something embarrassing: our main landing page had zero H1 tags. Not optimized ones. Zero.

The page was sitting at #8 on Google for our target keyword. Not terrible, but...

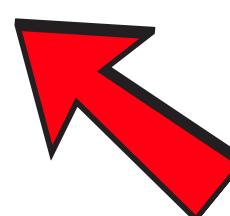
Quick fix: Added a proper H1 with "Comment Generator" (our core keyword) within the 60-character sweet spot.

Result? Jumped from 8th to 5th position in 3 days.

I've been so focused on complex SEO strategies that I missed this HTML 101 oversight. Sometimes wearing multiple hats means the basics slip through.

Worth a quick check: View source on your key pages. Do you have H1s? Are they optimized?

What obvious-in-hindsight improvements have you discovered while testing your own product?

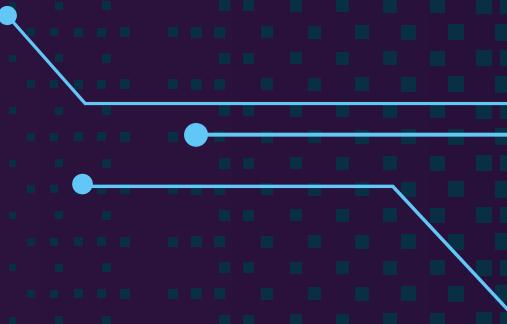


LinkedIn Post

• • • • •

IMAGE PROMPTS





- An image prompt is a detailed text description you give to an AI image generation tool (like DALL·E, Midjourney, or Stable Diffusion) to tell it exactly what kind of image you want it to create.
- It includes the subject (what to depict), style (artistic or photographic), details (textures, colors, quality), composition (perspective, framing), and modifiers (mood, lighting). A well-crafted prompt ensures precise and high-quality image generation.

SSAET FORMULA.



Basic Format

[Style] + [Subject] + [Action/Pose] + [Environment] + [Technical Details]

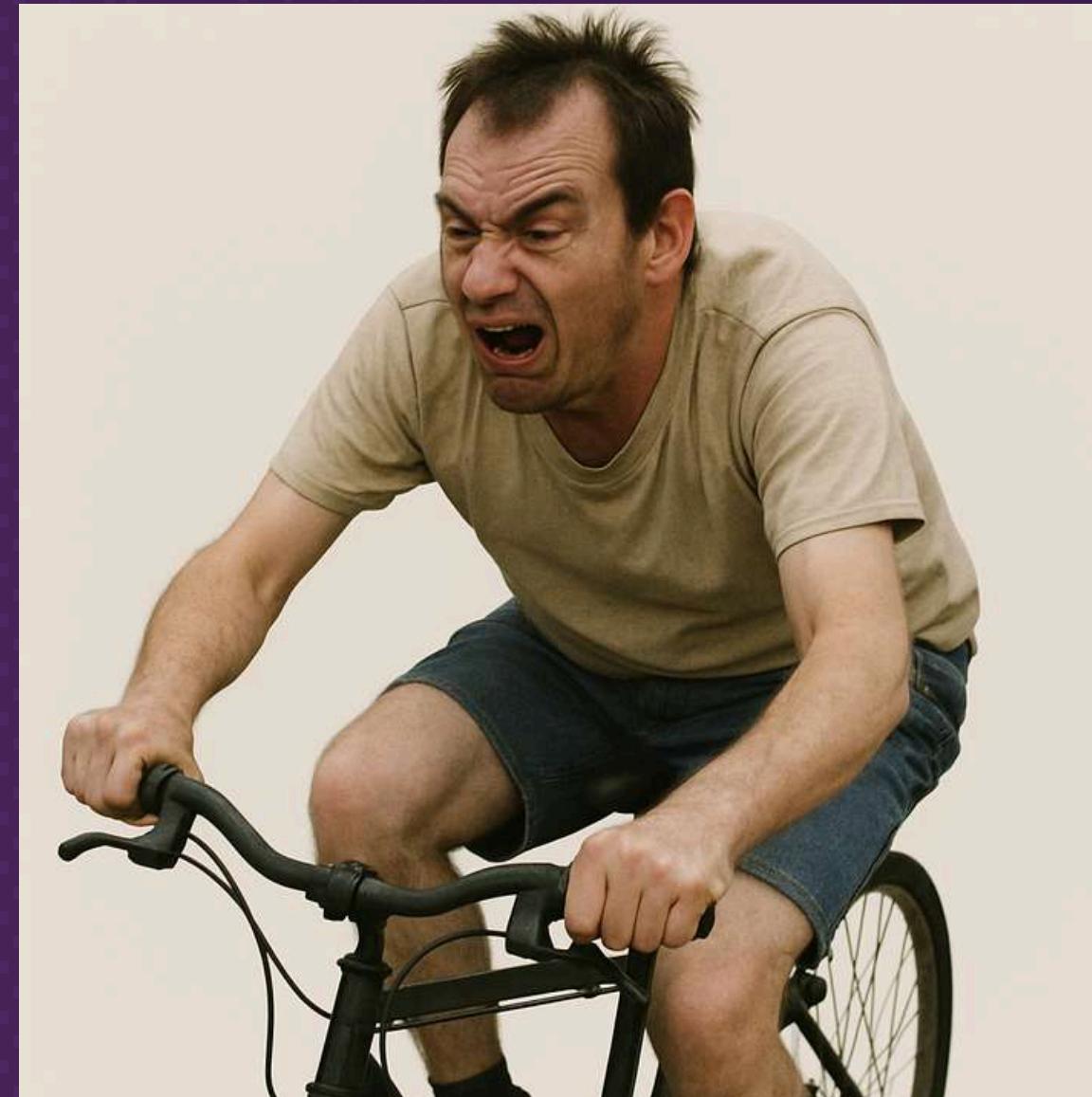
Enhanced Structure

[Visual Style]: [Main Subject Description]. [Action/Scene].

[Environment]. [Technical Specifications].

Example: "[Cinematic portrait]: Young artist in studio. Creating on canvas with passionate brush strokes. Sunlit industrial loft space. Professional lighting, shallow depth of field."

RAW VS. REFINED PROMPT



Prompt Used :

2 Generate image of a person learning how to ride a bike



Prompt Used :

Generate a photorealistic image of a middle-aged man learning to ride a bicycle, leaning slightly forward and smiling, in a green park with tall trees and a paved path during the afternoon..

RAW PRODUCT IMAGE



GENERATED IMAGE



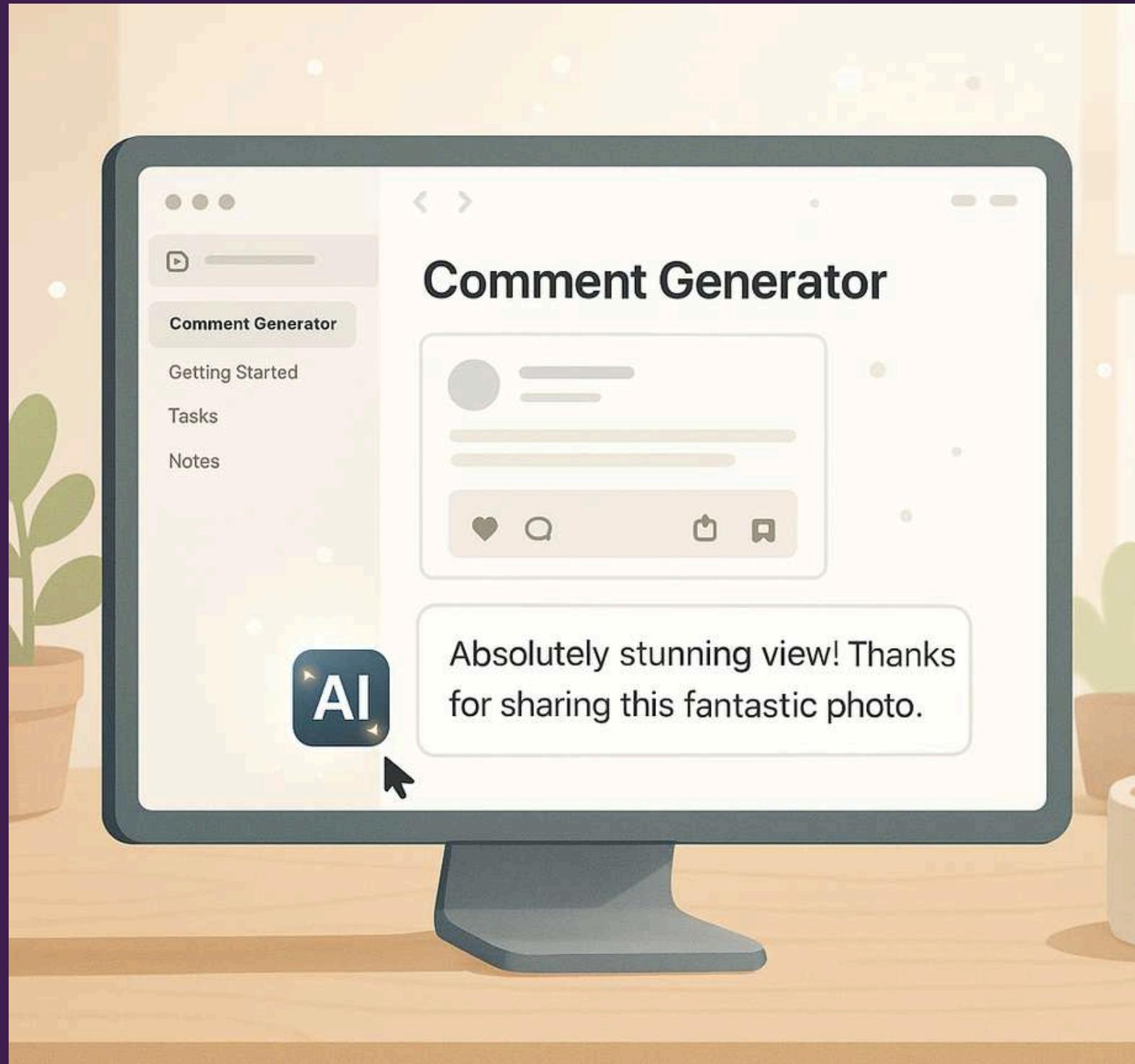
RAW IMAGE



GENERATED IMAGE



COMMENT GENERATOR FEATURE — STYLED THE NOTION WAY



GENERATING A TIMELESS & ICONIC PERFUME LOGO



• • • • •

VIDEO PROMPTS





- A video prompt is a text-based description given to an AI video generation tool (like Runway, Pika Labs, or Sora)
- A video prompt is a structured input that guides AI in generating or editing videos. It includes scene descriptions (characters, objects, environment), motion details (camera angles, transitions, pacing), visual style (cinematic, animation, color grading), audio elements (background music, voiceovers, sound effects), and technical specifications (resolution, frame rate, aspect ratio). A well-crafted video prompt ensures smooth, coherent, and high-quality video output.

SCENIC FORMULA.

• • • • • • •

STYLE (VISUAL AESTHETIC, GENRE, MOOD)

CHARACTERS (PEOPLE, OBJECTS, KEY ELEMENTS)

ENVIRONMENT (SETTING, LOCATION, TIME PERIOD)

NARRATIVE (STORY ARC, PLOT POINTS, TRANSITIONS)

INTERACTION (MOTION, ACTION, DYNAMICS)

CINEMATOGRAPHY (CAMERA WORK, ANGLES, TECHNICAL SPECS)

• • • • • • • •

A hyper-realistic 10-second video of a young male instructor with dark hair, glasses, and an average build, wearing a fitted formal t-shirt. He is in a sleek, modern classroom with matte gray walls and minimal decor. The instructor is mid-lecture on Generative AI, walking confidently from right to left while gesturing expressively. He leans slightly forward to point at a whiteboard with "Generative AI" clearly written on it, while his other hand emphasizes a key concept. The scene is captured in a medium shot (waist up) with smooth camera tracking. A glass door is visible to his left, and soft natural light streams through large windows, casting subtle patterns on the floor. Lighting is professional, with a soft directional key light illuminating the instructor's face and hands, creating depth and focus. The classroom ambiance is quiet, clean, and academically professional, with the instructor's energy and clarity driving the moment.



• • • • •

—
—
—

0
2
0
0
0
0
0
0
0
0
0
1
0
2
1
0
2
0
1
0
2
0
1
0
2
2

M.A.S.C.S FORMULA (MOTION + ACTION + SCENE + CAMERA + STYLE)

• • • • • • •

MOTION: DESCRIBE THE PRIMARY SUBJECT'S MOVEMENT

ACTION: DESCRIBE ANY INTERACTIONS OR SECONDARY

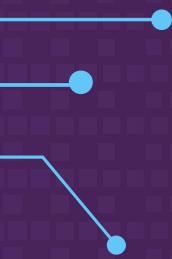
MOVEMENTS SCENE: DESCRIBE ENVIRONMENTAL

ELEMENTS/REACTIONS CAMERA: SPECIFY CAMERA

**MOVEMENT AND PERSPECTIVE STYLE: ADD STYLE
DESCRIPTORS FOR OVERALL AESTHETIC**

[PRIMARY SUBJECT] [SPECIFIC MOTION]. [SECONDARY ACTION/INTERACTION]. [SCENE
ELEMENTS REACT]. [CAMERA MOVEMENT]. [STYLE DESCRIPTOR].

A REALISTIC SOUTH ASIAN MALE DOCTOR IN HIS EARLY 30S WALKS STEADILY DOWN A BRIGHT HOSPITAL CORRIDOR. HIS LAB COAT SWAYS NATURALLY WITH HIS STRIDE AS HE REVIEWS A DIGITAL CHART ON A TABLET. NURSES PASS BY AND NOD; A PATIENT WHEELCHAIR ROLLS IN THE DISTANCE. THE SCENE REACTS WITH SOFT FOOTSTEP ECHOES, AUTOMATIC DOORS SLIDING OPEN, AND AMBIENT HOSPITAL NOISE. THE CAMERA PERFORMS A SMOOTH TRACKING SHOT AT CHEST LEVEL FROM THE SIDE, MAINTAINING FOCUS ON HIS FACE AND BODY IN MOTION. SHOT IN CINEMATIC 4K REALISM WITH SOFT DIRECTIONAL LIGHTING, SHALLOW DEPTH OF FIELD, AND LIFELIKE SKIN TONES, EMPHASIZING CLEAN PROFESSIONAL REALISM AND NATURAL BODY MECHANICS.



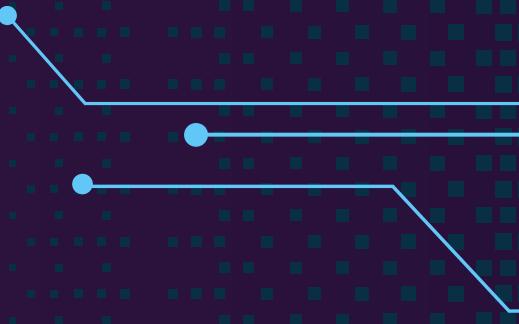


• • • • •

—
—
—

0
2
0
0
0
0
0
0
0
0
0
1
0
2
1
0
2
0
1
0
2
0
1
0
2
2

VIDEO PROMPTS



CLARITY AND DIRECTNESS

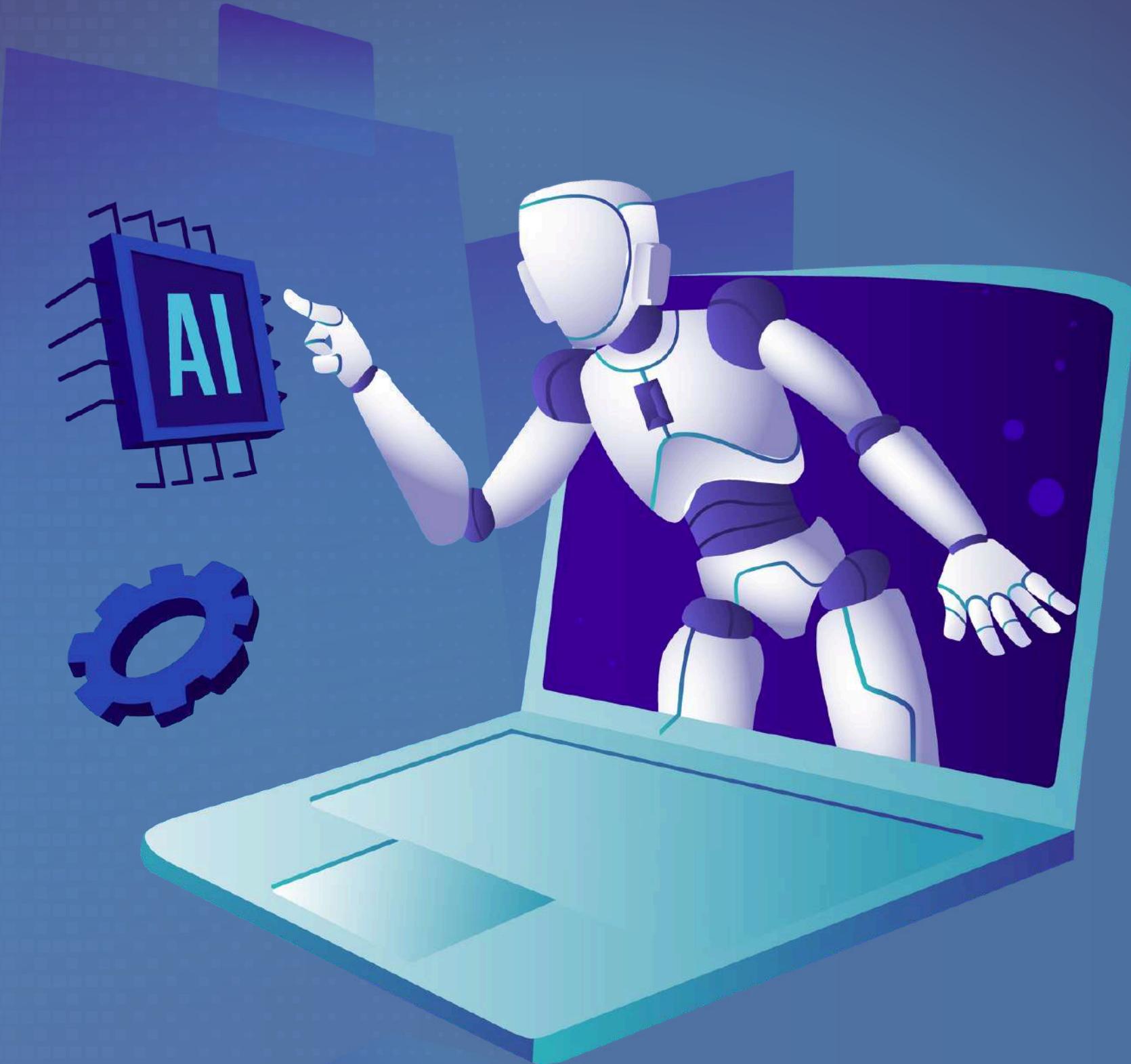
Use clear, direct language with visual details, as if guiding a professional photographer. Avoid abstract concepts.

Examples:

✗ "A person deep in contemplation about life"

✓ "A person sitting by a window, gazing thoughtfully at the sunset, soft lighting on their face"

VIDEO PROMPTS



POSITIVE PHRASING

Use clear, direct visuals, describing scenes precisely as if guiding a videographer. Focus on what should be present, using affirmative descriptions instead of absences or negatives.

Examples:

✗ "No dark shadows or harsh lighting"

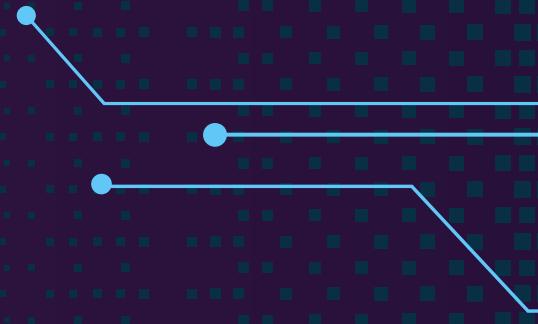
✓ "Soft, diffused lighting with gentle gradients"

DETAILED VIDEO PROMPT EXAMPLE



Actual video created using Kling AI. Process was to create Short 4-second videos and then combine them using the platform.

AUDIO PROMPTS



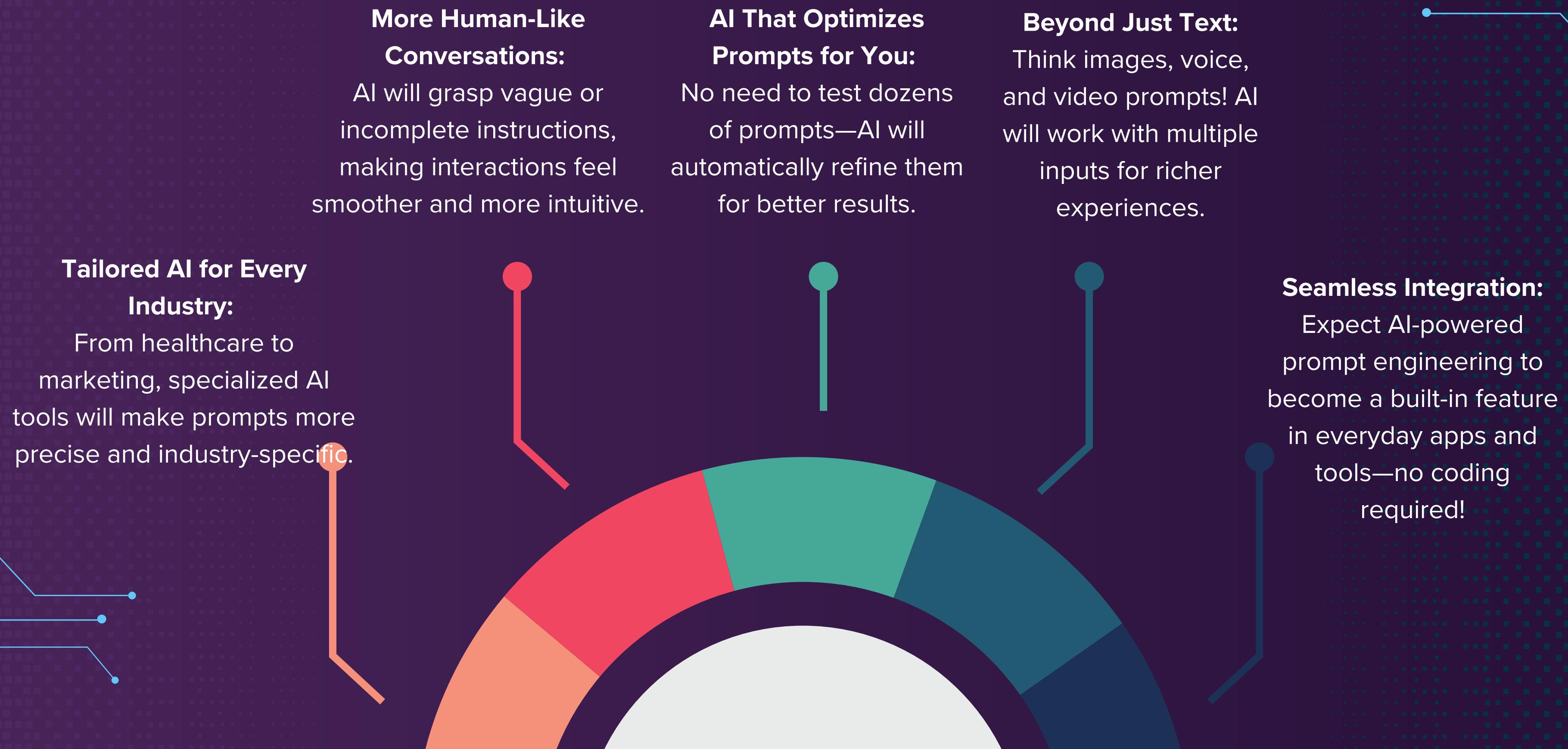
- An audio prompt is a text-based description you give to an AI audio generation tool to create a sound, music track, voice clip, or sound effect based on what you describe.
- It includes the type of audio (music, voice, ambient), style or mood, key details (instruments, tone, texture), and duration — helping create clear, high-quality results.

DETAILED AUDIO PROMPT EXAMPLE

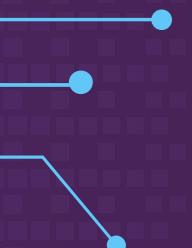


Provide a script, message, or description — and ElevenLabs will convert it into high-quality AI-generated audio. From realistic voiceovers to custom narrations, just share your text and let the audio speak for itself.

FUTURE OF PROMPT ENGINEERING



QUESTIONS



DEMO ON GAMMA AI PRESENTATION GENERATOR



Gamma AI

HOW TO GENERATE PRESENTATION

STEP 1

0
2

0
0
0 1
2

0 2
0
1

Create with AI

How would you like to get started?



Paste in text

Create from notes, an outline, or existing content



Generate

Create from a one-line prompt in a few seconds

POPULAR



Import file or URL

Enhance existing docs, presentations, or webpages

2

HOW TO GENERATE PRESENTATION

STEP 2

The screenshot shows a user interface for generating content. At the top, the word "Generate" is displayed in a large, bold, dark font. Below it, a question "What would you like to create today?" is asked in a smaller, regular font. There are four categories with icons: "Presentation" (blue folder icon), "Webpage" (blue document icon), "Document" (blue file icon), and "Social" (blue square icon). Below these categories are three dropdown menus: "8 cards" (with a dropdown arrow), "Default" (with a dropdown arrow), and "English (US)" (with a dropdown arrow). A large text input box contains the following prompt: "Create a visually engaging presentation titled \"Introduction to Generative AI (GenAI)\" for a general audience. Cover what GenAI is, how it works, key applications (text, images, video, code), benefits (productivity, creativity, automation), risks (bias, deepfakes, IP issues), future trends, and popular tools like ChatGPT, Midjourney, and Gamma. Use simple language, clear visuals, and concise bullet points for each slide." At the bottom of the screen is a blue button with white text that says "◆ Generate outline".

Generate

What would you like to create today?

Presentation Webpage Document Social

8 cards Default English (US)

Create a visually engaging presentation titled "Introduction to Generative AI (GenAI)" for a general audience. Cover what GenAI is, how it works, key applications (text, images, video, code), benefits (productivity, creativity, automation), risks (bias, deepfakes, IP issues), future trends, and popular tools like ChatGPT, Midjourney, and Gamma. Use simple language, clear visuals, and concise bullet points for each slide.

◆ Generate outline

HOW TO GENERATE PRESENTATION

STEP 3

Outline

1 **Introduction to Generative AI (GenAI)**

- AI systems that create novel content (text, images, video, code)
- Trained on massive datasets to identify patterns
- Uses neural networks to generate original outputs from prompts
- Revolutionizing creativity and productivity since 2022
- Examples: ChatGPT, Midjourney, DALL-E, Gamma

2 **How GenAI Works & Applications**

- Uses deep learning models to understand patterns in data
- Creates new content based on probability and learned patterns
- Applications across industries:
 - Text: essays, stories, marketing copy, summaries
 - Images: artwork, product designs, photo editing
 - Video: animations, special effects, virtual presentations
 - Code: programming assistance, debugging, automation
- Benefits: 10x productivity boost, enhanced creativity, accessibility

3 **Challenges, Risks & Future Trends**

- Ethical concerns: bias in outputs, potential misuse
- Deepfakes: realistic but fake videos/images
- Copyright and intellectual property questions
- Future developments:
 - More personalized and context-aware systems
 - Multimodal AI (combining text, image, audio)
 - Specialized industry solutions
 - Better safety guardrails and transparency
- Responsible usage needed as technology evolves

3 cards total

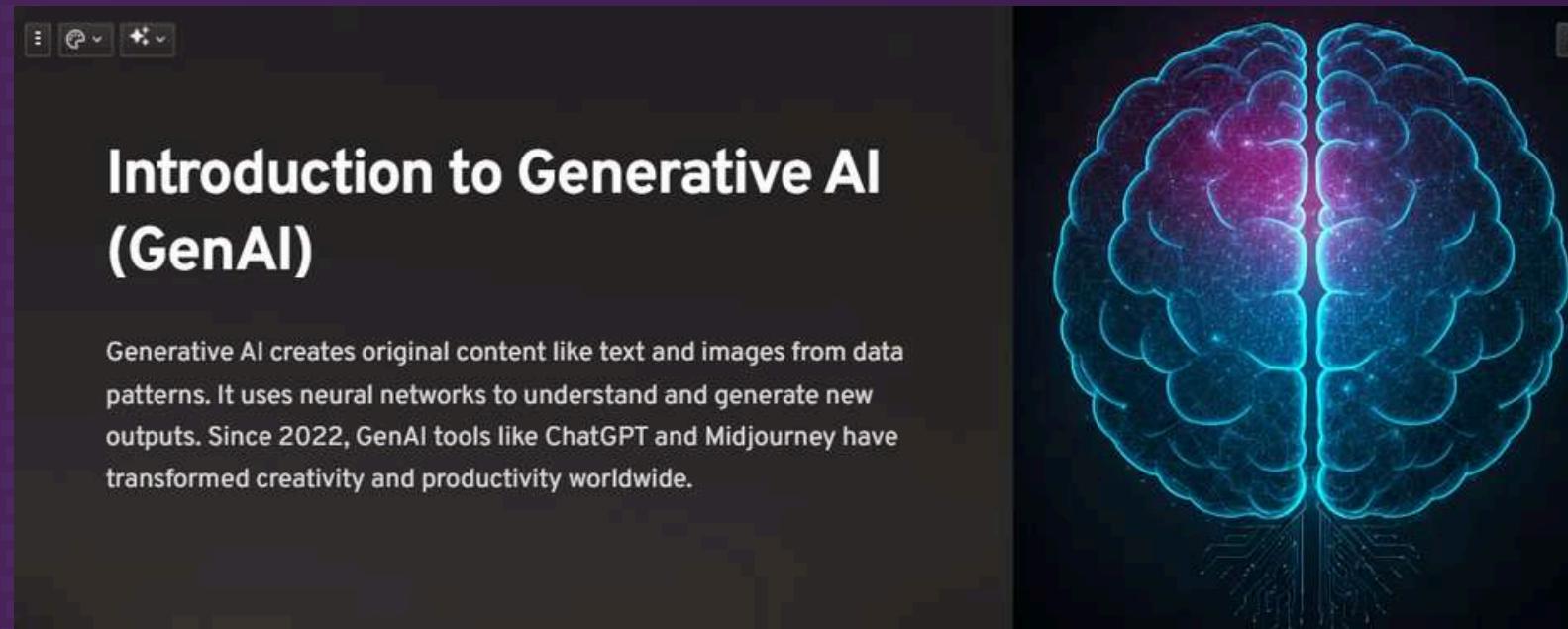
Generate

0
2
0
0
1
2
0
2
0
1

2

HOW TO GENERATE PRESENTATION

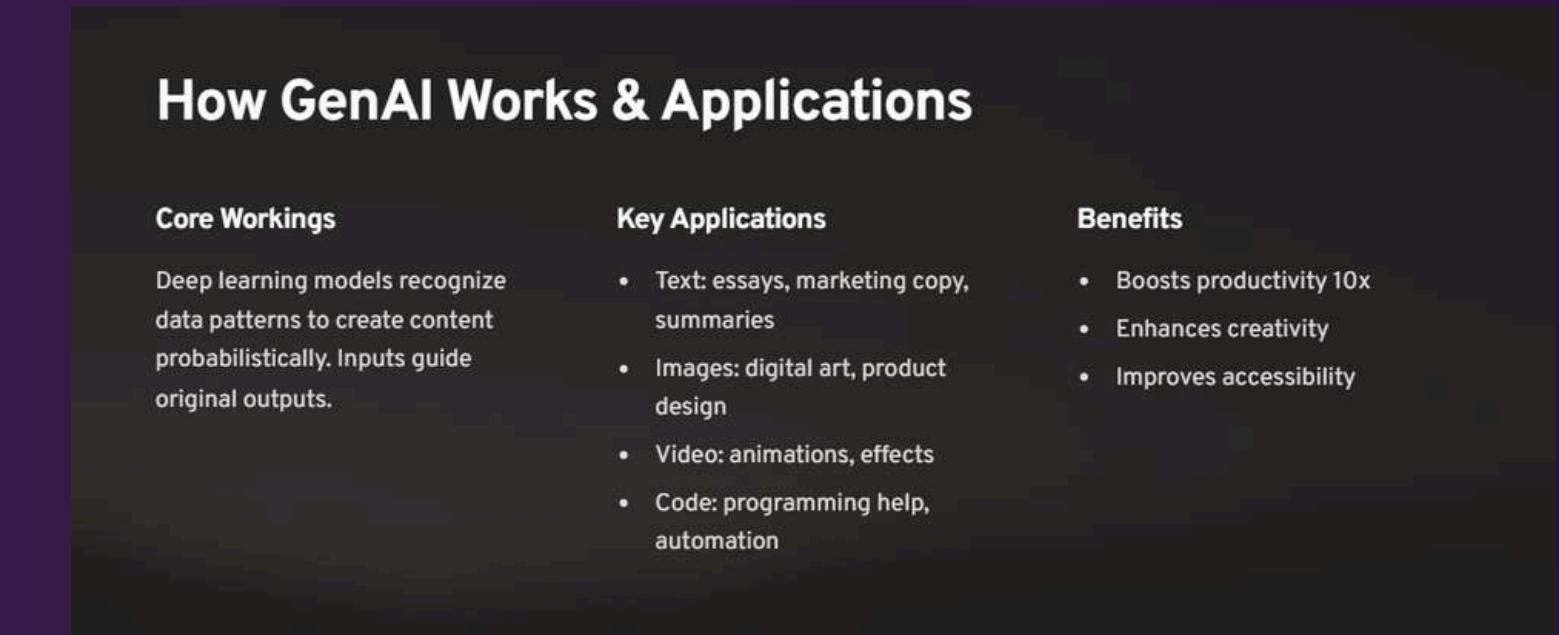
SIDES GENERATED



Introduction to Generative AI (GenAI)

Generative AI creates original content like text and images from data patterns. It uses neural networks to understand and generate new outputs. Since 2022, GenAI tools like ChatGPT and Midjourney have transformed creativity and productivity worldwide.

The slide features a large, glowing blue and purple brain graphic on the right side.



How GenAI Works & Applications

Core Workings	Key Applications	Benefits
Deep learning models recognize data patterns to create content probabilistically. Inputs guide original outputs.	<ul style="list-style-type: none">Text: essays, marketing copy, summariesImages: digital art, product designVideo: animations, effectsCode: programming help, automation	<ul style="list-style-type: none">Boosts productivity 10xEnhances creativityImproves accessibility



Challenges, Risks & Future Trends

Challenges & Risks	Future Trends	Responsible Use
Bias in AI outputs, deepfakes creating fake content, and intellectual property concerns.	Personalized AI, multimodal systems combining text, images, audio, and specialized industry solutions.	Focus on safety, transparency, and ethical guidelines as AI evolves.