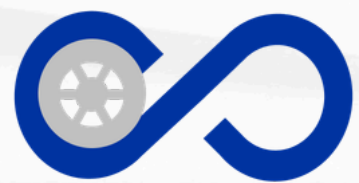
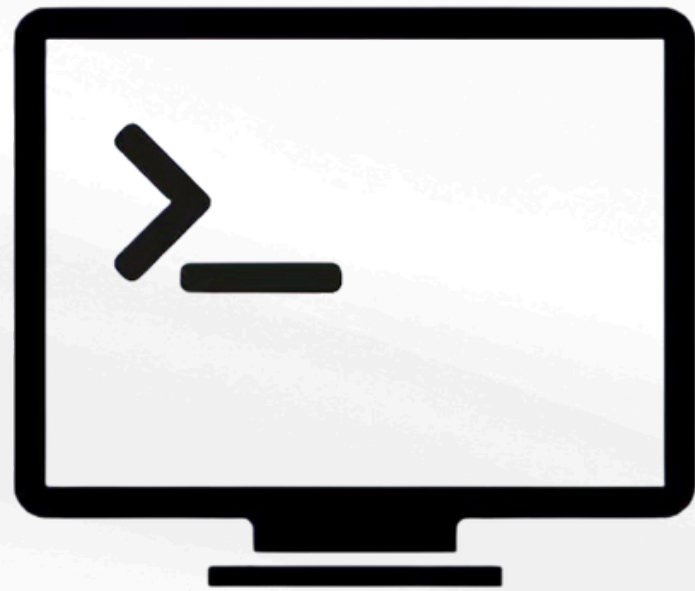


Prompt Engineering



Presented by
INNOOVATUM



MODULE 2 — Prompt Engineering

Stop chatting with AI. Start instructing AI.

PROMPT ENGINEERING

Context
+ Task
+ Constraints
+ Output

BETTER OUTPUT

Useful
Specific
Actionable

1. What is a Prompt?

A prompt is more than a question.

PROMPT

Question
Instruction
Context
Data
Constraints
Examples
Desired format

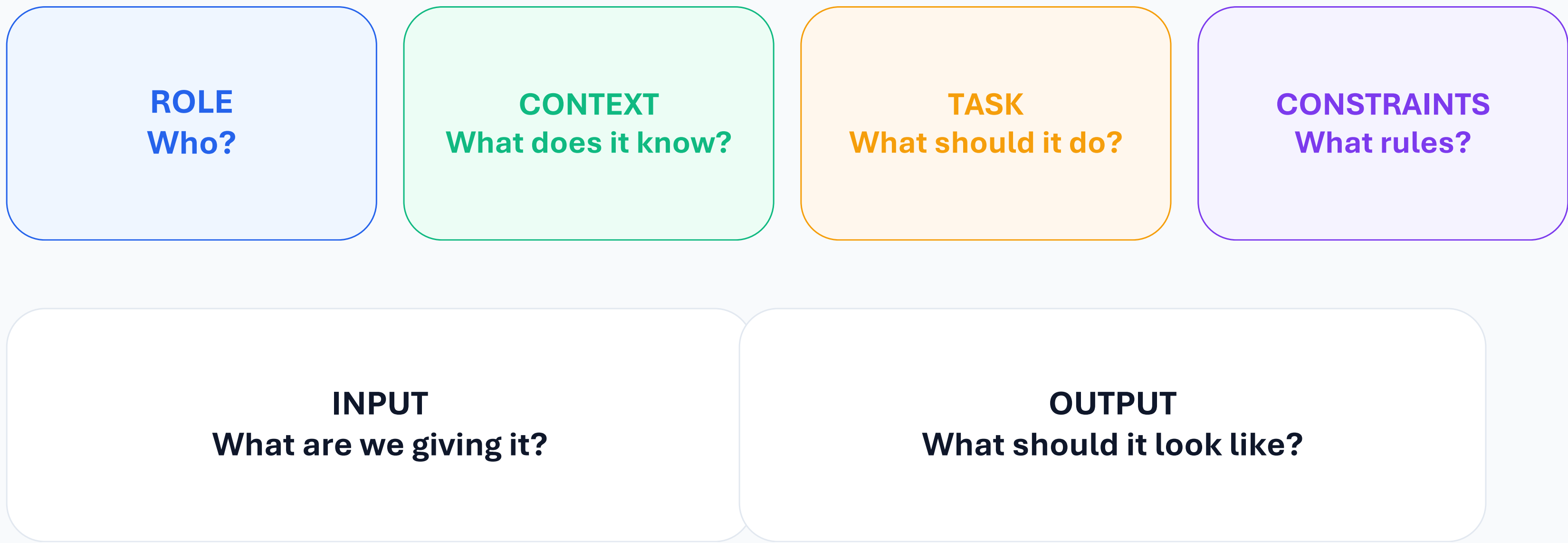
Think of AI like a capable intern.

✗ “Do something.”

✓ “Here is the context. Here is the task. Here is what success looks like.”

2. The Prompt Anatomy

Build prompts like a good project requirement.



3. ROLE — Give AI a Job

Role changes perspective, vocabulary and depth.

WEAK

“Explain SQL.”

STRONGER

“You are an experienced SQL instructor.

**Teach SQL to a 2nd-year BCA student who knows basic
databases but struggles with queries.**

Use simple examples and one mini exercise.”

4. CONTEXT — Give AI the Missing Pieces

Context is often the difference between generic and useful.

NO CONTEXT

“Write a resume for me.”

AI has to GUESS.

WITH CONTEXT

Final-year BCA student

- Python + SQL
- 3-month internship
- 2 web projects
- Target: software roles
- No professional experience

Now AI has something to WORK WITH.

5. TASK — Tell AI Exactly What to Do

“Make something” is not enough. Define the job.

VAGUE

“Make a presentation.”

**What topic?
Who is it for?
How long?
What outcome?**

CLEAR

“Create an 8-slide presentation explaining AI to first-year students. Use simple language, one visual idea per slide and a 2-minute activity.”

6. CONSTRAINTS — Put AI Inside the Box

Constraints make output easier to control.

LENGTH
≤ 150 words

AUDIENCE
First-year students

TONE
Friendly + simple

FORMAT
Table / bullets

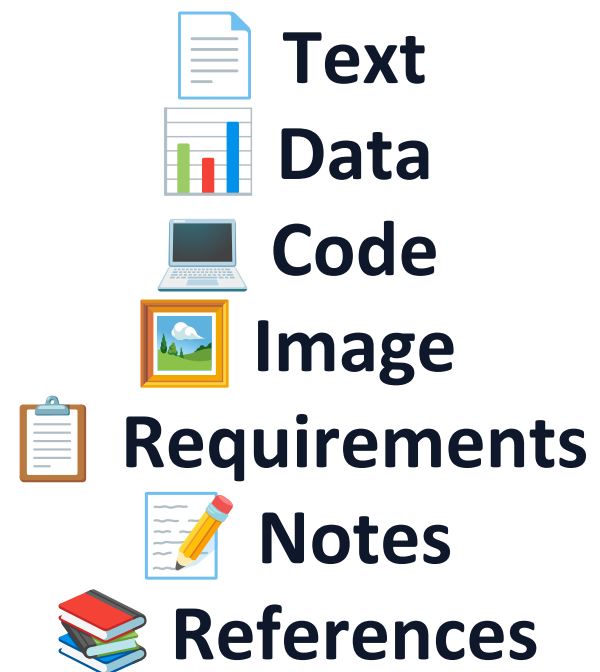
DO NOT
Use jargon

TIME
30-minute activity

7. INPUT — Give AI the Raw Material

Don't ask AI to guess what you already know.

INPUT CAN BE



INSTEAD OF
“Analyse my project.”

- GIVE IT**
- **Project description**
 - **Target users**
 - **Current problems**
 - **Existing features**
 - **Code / screenshots**
 - **What you want improved**

8. OUTPUT FORMAT — Design the Answer

If you don't define the shape, AI chooses the shape.

NO FORMAT

“Give me a study plan.”

**You may get paragraphs,
bullets or a table.**

DEFINED FORMAT

**“Create a 30-day plan as a table with:
DAY | TOPIC | 60-MIN TASK | OUTPUT | CHECKPOINT**

Keep each day under 40 words.”

9. EXAMPLES — Show AI What Good Looks Like

One example can communicate more than a paragraph of instructions.

WITHOUT EXAMPLE

**“Classify comments as Positive /
Negative / Neutral.”**

WITH EXAMPLES

**Comment: “Amazing service!”
Label: Positive**

**Comment: “Never again.”
Label: Negative**

Now classify the new comments.

10. BIG DEMO — Watch a Prompt Evolve

Same AI. Same task. Better instructions.

1 “Explain Python.”

2 “Explain Python to a beginner.”

3 “You are a Python instructor. Explain Python to a first-year BCA student using 3 real-life analogies.”

4 “...Use simple language, ≤300 words, 3 examples, then give a 5-question mini quiz.”

11. GAME — Prompt Battle

Teams compete to get the best answer from the same AI.

ROUND 1

**“Create a LinkedIn post
about AI.”**

ROUND 2

**Improve using:
ROLE
CONTEXT
TASK
CONSTRAINTS
OUTPUT**

ROUND 3

Score outputs:

 **Relevance**
 **Clarity**
 **Creativity**
 **Control**

14. ITERATION LOOP — Great Prompting Is a Process

Your first prompt does NOT need to be perfect.

ASK

CHECK

CRITIQUE

REFINE

RE-RUN

Prompt v1 → “Not quite.” → Prompt v2 → “Better.” → Prompt v3 → “That's it.”

PROMPT ENGINEERING = ITERATIVE COMMUNICATION

15. FINAL CHALLENGE — Become the Prompt Engineer

No theory. One problem. Build the best possible instruction.

PROBLEM

“Students are struggling with placement preparation.

Design an AI assistant that helps them prepare for 30 days.”

MUST INCLUDE

- ✓ Role
- ✓ Context
- ✓ Task
- ✓ Constraints
- ✓ Input
- ✓ Output format
- ✓ Example

TEST IT

1. Run
2. Inspect
3. Find weakness
4. Improve
5. Run again



Best improvement wins!

16. Takeaway — Prompt Like a Professional

Students should leave with a repeatable method.

