



Ai DESIGN CORPS GENIUS GUIDE

# CHAT-GPT



# CHAT-GPT OVERVIEW

ChatGPT is a form of generative AI that uses a chatbot / text to interface that was developed by OpenAI and launched on November 30, 2022. Based on a large language model, it enables users to refine and steer a conversation towards a desired length, format, style, level of detail, and language.

The language model can respond to questions and compose various written content, including articles, social media posts, essays, code and emails. ChatGPT is similar to the automated chat services found on customer service websites, as people can ask it questions or request clarification to ChatGPT's replies.

[OPEN CHATGPT](#)

## How are people using ChatGPT?

ChatGPT is versatile and can be used for more than human conversations. People have used ChatGPT to do the following:

- Write business plans
- Help with home work
- Code computer programs and check for bugs in code.
- Compose music.
- Draft emails.
- Summarize articles, podcasts or presentations.
- Script social media posts.
- Create titles for articles.
- Solve math problems.
- Discover keywords for search engine optimization.
- Create articles, blog posts and quizzes for websites.
- Reword existing content for a different medium, such as a presentation transcript for a blog post.
- Formulate product descriptions.
- Play games.
- Assist with job searches, including writing resumes and cover letters.
- Ask trivia questions.
- Describe complex topics more simply.
- Write video scripts.
- Research markets for products.
- Generate art.

45-60 Mins

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ACTIVITY NAME

# CHAT GPT PROMPT ENGINEERING

# CHATGPT PROMPT ENGINEERING

## PURPOSE

Learn how to develop prompts for that produce the output required for your assignment.

## OBJECTIVE

Learn to get the most out of GPT in your work and teach how to properly use it for creative assignments.

## ACTIVITY

Write 3-4 prompts for chat GPT that will output:

- Set Goals / Intentions
- Write a Future State Press Release
- 3 Year Career Plan

30 MINS

DELIVERABLE SAMPLE  
ChatGPT Prompts



The screenshot shows the ChatGPT interface. On the left, a sidebar lists recent chats: "AI Use Cases in Cla", "Time after 10:45 AM", "Smart Robot Follows Anyt", "New chat", "AI in Cardiology: Innovativ", "Homo Sapiens Description", "New chat", "Trainers: Design Thinking", "Biohackers, Hearing Soluti", "New chat", "Head of Design Thanks!", "Internet Provider & Renter", "Product Dev Tensions", "Fintech Wins Millennials.", "Designing with Jessica Paz", "AI Talk: Evolving Tech 🎤#", "Transformer Outliers Fix", "Simple Living Store Manife", and "Quick Zoom Meeting Requ". The main area shows a message from "Joanna Peña-Bickley" with the placeholder "Send a message" and a "Regenerate" button. A note at the bottom states: "ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT August 3 Version".

9. **Feedback Generation:** For large classes, AI can help provide instant feedback on assignments, especially for objective questions or problems.

10. **Class Discussions:** AI can stimulate discussions by generating thought-provoking questions or scenarios related to the topic being studied.

11. **Research Assistance:** Generative AI can assist students in generating bibliographies, finding resources, or summarizing large amounts of text.

12. **Accessibility:** For students with special needs, AI can create personalized resources or convert existing materials into accessible formats, like audiobooks or simplified texts.

13. **Gamification:** Teachers can use AI to design customized educational games, quizzes, and challenges that are tailored to students' proficiency levels.

14. **Historical Simulations:** In history classes, generative models can be used to recreate historical speeches, documents, or scenarios for immersive learning experiences.

15. **Visualizations:** In subjects where visual learning is beneficial, AI can generate diagrams, charts, or even animations to explain complex topics.

16. **Role-playing and Scenario Creation:** AI can generate scenarios for students to role-play, aiding in the understanding of various subjects, from literature to ethics.

17. **Enhanced Virtual Field Trips:** Generative AI can help design virtual field trips with dynamically generated content, giving students a richer, more immersive experience.

18. **Collaborative Projects:** Students can collaborate with AI to co-create content, be it stories, reports, or presentations.

19. **Data Analysis in Research Projects:** Older students can use AI to analyze and interpret data in research projects, particularly in subjects like statistics or social sciences.

20. **Continuous Learning:** Even outside the classroom, students can use AI tools to continue learning, with AI suggesting resources or topics based on their interests and progress.

It's important to note, however, that while Generative AI offers many advantages, educators should be aware of its limitations and potential pitfalls. Over-reliance on AI tools can reduce critical thinking and problem-solving skills. Furthermore, there's always the risk of biased or incorrect information being generated. Hence, AI should be used judiciously, and its outputs should be scrutinized and validated.

OPEN CHATGPT

# CHATGPT CHEAT SHEET

## KEY TERMS

- ▶ **Prompts:** Written instruction given to ChatGPT
- ▶ **GPT-4:** The latest AI Model powering ChatGPT
- ▶ **Open AI:** The company that built ChatGPT and GPT-4
- ▶ **Prompt Engineering:** The technique of crafting the correct prompts to get your desired outputs.
- ▶ **Generative AI:** A category of AI that generates media like text, images, music and movies.

## KEY FEATURES

- ▶ **Prompting:** Instruct ChatGPT to produce text output that you want.  
(eg. Blogs, emails, essays, code, social media posts, etc)
- ▶ **Web Browsing:** Enables ChatGPT to access the Internet and obtain up to date information to generate prompts.
- ▶ **Plugins:** Similar to Chrome plugins, these are add ons you can install to extent the capability of ChatGPT
- ▶ **Feature Note:** Web browsing and Plugins require a ChatGPT Plus subscription

## KEY USE CASES & PROMPTS

- ▶ Improve Writing: Proofread my writing above. Fix Grammar and spelling mistakes. Make suggestions that will improve the clarity of my writing.
- ▶ Delegate Research: I am creating a report about [insert topic]. Research and create an in-depth report with step-by-step guide that will help readers understand how to [insert outcome].
- ▶ Learn New Skills: I want to learn [insert desired skills] create a 30 day learning plan that will help a beginner like me learn and improve this skill.
- ▶ Use 80/20 to learn faster: I want to learn about [insert topic]. Identify and share the most important 20% of the learnings from this topic that will help me understand 80 % of it.
- ▶ Summarize long texts, articles and reports: Summarize the text below and give me a list of bullet points with key insights and the most important facts.
- ▶ Simplify and understand complex documents: Rewrite this text and make it easy for a beginner to understand [insert topic/text]
- ▶ Generate New Ideas: I want to [insert task/goal]. Generative [insert desired outcome] for [insert task or goal]
- ▶ Explain and Learn complex topics: Explain [Insert Topic] in simple and easy terms that any beginner can understand.

## TONES

Write using [X] tone.

- ▶ Persuasive
- ▶ Formal
- ▶ Informal
- ▶ Friendly
- ▶ Professional
- ▶ Descriptive
- ▶ Humorous
- ▶ Academic
- ▶ Firm
- ▶ Confident
- ▶ Poetic
- ▶ Narrative

## FORMAT: Create a prompt that enables ChatGPT to output in the following formats

- ▶ Table
- ▶ Essay
- ▶ Cide
- ▶ Blog
- ▶ Email
- ▶ Presentation
- ▶ Bullets
- ▶ Research
- ▶ Social Media Posts

## MODES AND ROLES

These are the roles you can have ChatGPT augment.

- ▶ **Interns:** Find research on [insert topic]
- ▶ **Idea Generator:** Generate Ideas on [X]
- ▶ **Editor:** Edit and fix this text [insert text]
- ▶ **Teacher:** teach me about [insert topic]
- ▶ **Critic:** critique my argument: [insert argument]

## PROMPT GENERATION APPS

Get help writing prompts that produce high quality outputs.

- ▶ PromptBase
- ▶ PromptPerfect
- ▶ PromptDen

## COOL PLUGINS

- ▶ Video Insights
- ▶ Wolfram
- ▶ Scholar AI
- ▶ WebPilot
- ▶ KeyMate Search
- ▶ VoxScript
- ▶ Zapier
- ▶ AskYourPDF

# CHATGPT CHEAT SHEET

## BASIC PROMPT STRUCTURE

Acting as a [ROLE] perform a [TASK] in [FORMAT]

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ACT AS A [ROLE]		
Website Designer	Lawyer	Chief Financial Officer
Therapist	Journalist	Best Selling Author
Prompt Engineer	Inventor	Analyst
Project Manager	Ghostwriter	Advertiser
Mindset Coach	Copywriter	Accountant
Marketer		

CREATE A [TASK]		
Social Media post	Product	Video Script
Email Sequence	Description	Headline
Summary	Cover Letter	Presentation
Ad Copy	Analysis	Website Code
Essay	SEO Keywords	
Recipe	Article	

SHOW AS [FORMAT]			
Spreadsheet	Graphs	HTML	Powerpoint
Code	CSV File	Markdown	Press Release
Right Text	Gantt chart	A list	
Word Cloud	JSON File	PDF	
Summary	Plain Text	A Table	
XML	File		

PROMPT PRIMING
ZERO - Provide 5 Headlines On [TOPIC]
SINGLE - Generate 5 Headlines related to [TOPIC]
MULTIPLE - Compose 5 headlines regarding [TOPIC]

LINKED PROMPTING
1 - provide me with the ideal outline for an effective and persuasive blog post.
2 - Write a list of engaging headlines for this blog post based on a [Topic]
3 - Write a list of subheadings & tools for the same blog posts
4 - Write a list of key words for this blog post
5 - Write a list of compelling calls to action for the blog post
6 - Combine the best headline with the best subheadings, hooks, keywords and call to actions to write a blog post for [TOPIC]
7 - Rewrite this blog post in the style [STYLE], [TONE], [VOICE] and [PERSONALITY].

BUSINESS CONSULTANT
Can you provide suggestions for cost effective strategies to enhance the promotion of my business?
In a role as a business consultant, what would be the most effective approach to address the [PROBLEM]?

WRITING
+ Write for me
+ Fully SEO optimized Article including FAQs
+ Super Academic paper assistance
DALL-E
+ Logo Creator
+ Image Generator
+ Super Describe
DALL-E
+ Logo Creator
+ Image Generator
+ Super Describe

# CHATGPT CHEAT SHEET

## Good prompts create good outputs

- ▶ **Tone:** Specific the desired tone
- ▶ **Format:** Define format or structure
- ▶ **Act As:** indicate a role or perspective to adopt
- ▶ **Objective:** State a goal or Objective
- ▶ **Context:** Provides background information, data or context for accurate content generation
- ▶ **Scope:** Define the scope or range of the topic
- ▶ **Keywords:** List important keywords or phrases to be included
- ▶ **Limitations:** Specific contraptions, such as word or character counts

- ▶ **Examples:** Provide examples of desired style, structure and or content
- ▶ **Deadline:** Mention deadlines or timeframes for time sensitive responses
- ▶ **Citations:** Request inclusion of citations or sources to support information
- ▶ **Points of View:** Ask Ai to provide multiple points of view
- ▶ **Counter arguments:** Request addressing potential counter arguments
- ▶ **Terminology:** Specific- industry specific or technical terms to use or avoid.
- ▶ **Analogies:** Ask the Ai to use analogies or examples to clarify concepts
- ▶ **Quotes:** Request inclusion of relevant quotes or statements from experts
- ▶ **Statistics:** Encourage the AI to use stats or data to support claims
- ▶ **Visual Elements:** Inquire about using charts, graphs or images

WORKFORCE DEVELOPMENT

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