

# AI ALIA – An Initiative by SOFTECH

## Professional Learning Solutions

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### Course Information

Course Title: Prompt Engineering

Module: Introduction to Prompt Engineering

Lesson: Real-world applications (education, coding, marketing, design)

Exercise Type: Scenario-Based Assessment

Difficulty Level: Beginner

Estimated Completion Time: 30 Minutes

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### Learning Objectives

After completing this exercise, the learner will be able to:

- Define Prompt Engineering clearly
  - Identify components of an effective prompt
  - Differentiate between weak and strong prompts
  - Apply structured prompting technique
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### EXERCISE QUESTIONS

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#### Exercise 1 – Improve the Prompt (Easy)

Poor Prompt:

Explain photosynthesis.

Task:

Rewrite this prompt for a school student using the formula:

- Task
  - Audience
  - Style
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## Exercise 2 – Convert Poor Prompt to Good Prompt (Easy–Medium)

Poor Prompt:

Write code for login page.

Task:

Improve this prompt by clearly mentioning:

- Programming language
  - Target audience (beginner / developer)
  - Style (with explanation / step-by-step / comments)
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## Exercise 3 – Scenario-Based (Medium) – Marketing

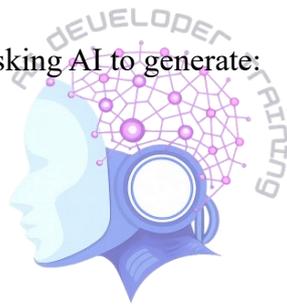
Scenario:

You are promoting a Prompt Engineering course for college students on Instagram.

Task:

Write a structured prompt asking AI to generate:

- An Instagram caption
- Engaging and catchy tone
- Short and audience-focused



## Exercise 4 – Scenario-Based (Medium) – Design

Scenario:

You want to create a YouTube thumbnail for a video titled “Learn Prompt Engineering in 10 Minutes.”

Task:

Write a structured prompt asking AI to:

- Design a modern thumbnail
  - Mention color theme
  - Define style (professional / bold / minimal)
  - Target beginner learners
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### Exercise 5 – Apply the Secret Formula (Medium)

Poor Prompt:

Create study notes.

Task:

Rewrite this using the **Task + Audience + Style** formula clearly.  
Make it suitable for:

- College students
- Bullet-point format
- Simple and easy language



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**🚩 Response Area**

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Answer 1:

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Answer 2:

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Answer 3:



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Answer 4:

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Answer 5:

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 **Evaluation Rubric**

Criteria	Excellent	Good	Needs Improvement
<b>Concept Clarity</b>	Clear & well-articulated	Adequate	Limited
<b>Prompt Structure</b>	Fully structured	Partially structured	Weak
<b>Practical Application</b>	Professional & usable	Acceptable	Needs refinement
<b>Analytical Thinking</b>	Insightful	General	Basic