

PROMPT ENGINEERING SYLLABUS

THIS SYLLABUS PROVIDES A COMPREHENSIVE OVERVIEW OF
PROMPT ENGINEERING, COMBINING THEORETICAL KNOWLEDGE
WITH PRACTICAL HANDS-ON EXPERIENCE

COURSE OVERVIEW

This course introduces students, teachers, and working professionals to the fundamentals of prompt engineering, focusing on the application of AI in generating text, images, video, and voice content. Participants will learn to use 10 AI tools that enhance productivity and creativity, while also exploring real-world applications of AI for business growth, education, and content creation.

COURSE OBJECTIVES

By the end of this course, participants will:

- Understand prompt engineering and how to create effective prompts for different AI tools.
- Master 10 AI tools for generating text, images, video, and voice content.
- Learn to use AI applications in real-world scenarios for business, education, and professional purposes.
- Develop ethical and responsible AI content creation practices.
- Create and present a final AI-generated project.

PROGRAM MODULES

MODULE 1

INTRODUCTION TO AI AND PROMPT ENGINEERING

- Overview of AI and its Impact on Industries
- Basics of Prompt Engineering
- Text Generation with ChatGPT
- Introduction to Image Generation with DALL·E
- Refining Prompts for Better Outputs
- Group Discussion and Feedback

MODULE 2

AI-DRIVEN IMAGE, VIDEO, AND VOICE CREATION

- Advanced Image Generation with DALL·E
- AI for Graphic Design using Canva AI
- Introduction to AI Video Generation with Synthesia
- Voice Synthesis with Murf AI
- Combining Text, Image, and Voice
- Group Project: AI-Generated Multimedia

MODULE 3

ROLE-SPECIFIC AI APPLICATIONS

- AI for Students: Study and Research Assistance, Projects, Assignments and CV Preparation
- AI for Teachers: Lesson Planning and Content Creation
- AI for Working Professionals: Office Works, Business and Marketing Applications and Making Work 4X Faster
- AI for Entrepreneurs: Marketing, Competitive Analysis, Current Trends etc
- Video Creation from Text using Lumen5
- Transcribing and Note-Taking with Otter.ai
- Summarizing Videos with Pictory

MODULE 4

ADVANCED APPLICATIONS AND FINAL PROJECT

- AI in Business Support Functions
- Creating AI-Powered Presentations with Tome AI
- Advanced Voice and Video Creation with Synthesys
- Integrating Multiple AI Tools for End-to-End Content Creation
- Ethics of AI and Responsible AI Content Creation
- Real-World AI Applications for Students, Teachers, and Professionals
- Final Project Planning and Development

KEY AI TOOLS USED :

- ChatGPT – Text generation (content, emails, blog posts).
- DALL·E – Image generation (graphics, illustrations).
- Canva AI – Graphic design (posters, infographics).
- Synthesia – Video generation (educational or promotional videos).
- Murf AI– Voice synthesis (narration and voiceovers).
- Lumen5 – Video creation from text (turn blogs into videos).
- Otter.ai – Transcription and note-taking (meetings, lectures).
- Pictory – Video summarization (short summaries from long videos).
- Tome AI – Presentation generation (automated slide decks).
- Synthesys – Advanced voice and video creation.

This syllabus provides a comprehensive structure for learning prompt engineering and utilizing AI tools to generate text, images, video, and voice content across various real-world applications. By the end of the course, participants will have practical skills in using these tools for their specific roles, whether they are students, teachers, or working professionals.