



# The Art & Science of Prompt Engineering: Talking to Large Models the Right Way

## Introduction

The explosive rise of large model technologies from **DeepSeek and GPT to Claude, Gemini, and beyond** is fundamentally reshaping how humans interact with machines. Yet a striking paradox has emerged: while these models are extraordinarily capable, the quality of their output too often falls short of expectations. The bottleneck is rarely the technology itself—it lies in how users formulate their requests. Mastering structured, scientific **prompt engineering** has therefore become a foundational skill for anyone who wants to extract real value from large models in professional, technical, and creative contexts.

This expert-led training equips learners with a clear, systematic methodology to design effective prompts and unlock the full potential of large models. It walks through the foundational concepts of prompt engineering, the design principles behind well-crafted prompts, and the practical techniques used by power users to communicate with AI systems with precision. Through the "question formula" framework, participants will learn how to express intent in a way that the model understands instantly, dramatically boosting work efficiency, reasoning quality, and end-to-end output relevance.

## Course Objectives

By the end of this course, learners will be able to:

1. Build a clear, working understanding of the foundational concepts behind prompt engineering.
2. Master the core design principles that distinguish effective prompts from average ones.
3. Apply proven techniques and frameworks to consistently craft high-quality prompts in real-world scenarios.

## Target Trainees

Professionals, engineers, knowledge workers, students, and AI enthusiasts seeking to harness large models with precision and turn prompt engineering into a daily productivity advantage across business, technical, and creative tasks.

## **Duration**

1 hour 20 min

## **Course Contents**

Module 1 : Demystifying Prompts: What They Are and Why They Matter

Module 2 : The Anatomy of a Great Prompt: Core Design Principles

Module 3 : Crafting High-Impact Prompts: Practical Techniques & Frameworks

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