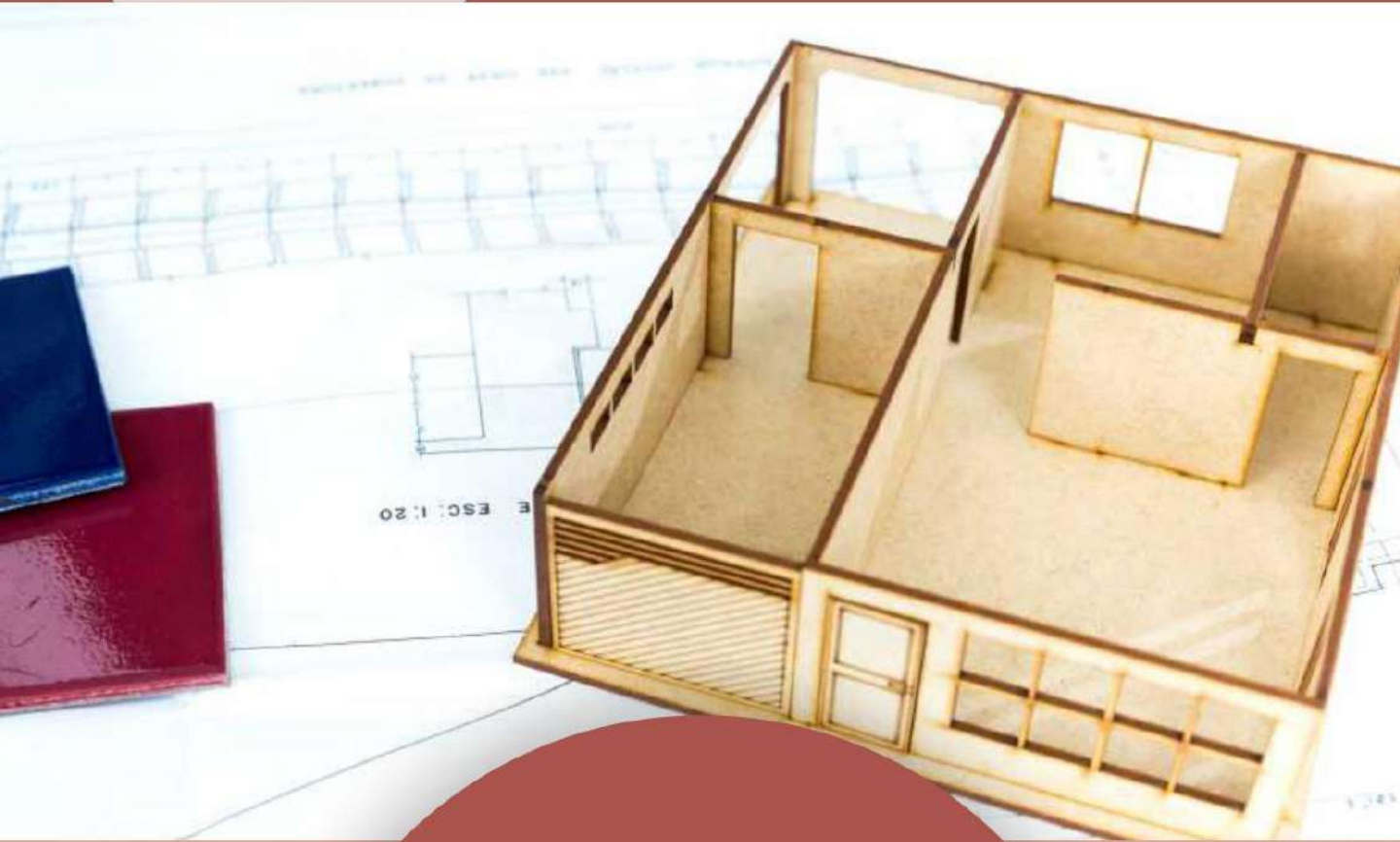




SHARDA SCHOOL OF DESIGN, ARCHITECTURE & PLANNING



INTRODUCTION TO PROMPT ENGINEERING

NVI0101

**VALUE ADDED COURSE
BROCHURE 2024-25**

ABOUT THE UNIVERSITY

Sharda University is a leading NAAC A+ educational institution based out of Greater Noida, Delhi NCR. A venture of the well-known Sharda Group of Institutions (SGI), The University has established itself as a high-quality education provider with major focus on holistic learning and imbuing competitive abilities in students.

ABOUT SCHOOL

Sharda School of Design, Architecture & Planning (SSDAP) prepares the students for the real world they can make a lasting impact in designing the future and have an exciting and rewarding career. The students at SSDAP have crafted the world as renowned landscape architects, urban planners, urban designers, and history preservationists.

The school's nationally accredited degree programs, world-class faculty, and state-of-the-art facilities connect to provide the students with a broad range of opportunities in both the public and private sectors of the industry. SSDAP leads the students through both practical and theoretical learning until they can master in an innovative design that reflects art and science.

The school has forged numerous connections and partnerships with schools and professionals in countries around the world. The faculty comprises academicians from internationally renowned universities such as the School of Planning & Architecture, B.I.T Mesra, National Institute of Fashion Technology (NIFT), Sheffield University, Nottingham Trent University and Delhi College of Art, University of Delhi as well as leading Architectural practitioners and Planning professionals from all over the country.

ABOUT DEPARTMENT

Department of Art & Design established in 2012 at Sharda University, as a multi-disciplinary department has been working tirelessly towards creating global design citizens. Holding their hands, driving them towards innovation through future aligned design thinking & design process, with continuous industry interactions through experiential project-based learning. Its aim is to establish Sharda as a premier center of Design education, where Students are surrounded by an environment of design intuitively based on strenuous research with an aim of developing a new generation of designers, who not only fill the gap of creative entrepreneurs but integrate social and environmental concern to become responsible designers with a mission of

- **Industry-based learning** within the classroom projects as the core of practical teaching, which will include continuous interaction with industries and industry experts to train students as confident Professionals for the future who are initiators & leaders.
- **Related Study Program (RSP)** as research projects based on complete business model by studying, analyzing crafts, connecting business with social impacts while exploring to the maximum and putting them on the forefront of the competitive design industry. Create craft-based design patents from RSPs as well as convert craft documentation into Publications & sources of innovation, combining craftsmanship with technology.
- **Sharda Design Center (SDC)**, used as a vehicle to connect industry with students, business with fresh minds and an instrument to establish Sharda as a multi-disciplinary design interaction center.

Vision of Department

- To be at the Centre of Excellence in Art & Design Education to shape future-ready professionals catering the needs of the design industry and the society

Mission of Department

- To create a global center of innovation and excellence in art and design industry.
- Promoting in-depth research in art and design studies for sustainable practices.
- To inculcate critical, analytical, cognitive, speculative and creative problem-solving skills.
- To develop a sense of social and professional ethics and values.
- To develop the essence of craftsmanship, future technological and vocational skills.

About Value Added Course for Session 2024-2025

In accordance with the University requirement for Value Added Courses, the Department of Art & Design intends to conduct these courses in collaboration with Sharda Skills

“Introduction to Prompt Engineering” NVI0101 for 1ST Year (2nd Semester) students pursuing Masters of Design.

COURSE OUTCOMES

CO1. Demonstrate proficiency in understanding and crafting various types of prompts for AI applications.

CO2. Apply techniques for creating contextually aware and adaptive prompts to enhance AI model performance.

CO3. Utilize prompt engineering for data processing tasks such as extraction, summarization, and transformation.

CO4. Implement fine-tuning and evaluation methods to optimize prompt performance and iteratively improve their effectiveness.

CO5. Design and deploy prompts for specific applications like creative writing, customer support, and code generation.

CO6. Analyze and discuss the ethical implications of prompt engineering, including bias detection and mitigation, and the responsible use of AI.

INTRODUCTION TO PROMPT ENGINEERING (NVI0101)

Outline syllabus		
WEEK	CONTENT	Duration Hrs.
9 Jan 2025	Introduction to Prompt Engineering	2
16 Jan 2025	Overview of prompt engineering, significance and applications in AI	2
23 Jan 2025	Basics of prompts: structure, components, and types	2
6 Feb 2025	Techniques for crafting clear and effective prompts	2
13 Feb 2025	Advanced Prompting Techniques	2
20 Feb 2025	Contextual prompts: incorporating context to enhance performance	2
27 Feb 2025	Dynamic and adaptive prompts: creating flexible and responsive prompts	2
6 March 2025	Evaluation and iteration: methods for evaluating and improving prompts	
13 March 2025	Practical Applications and Ethical Considerations	
20 March 2025	Using prompts in real-world scenarios: case studies and hands-on exercises	2
27 March 2025	Ethical considerations in prompt engineering: bias detection and mitigation	2
03 April 2025	Special applications: creative writing, customer support, and code generation	2
10 April 2025	Special applications: creative writing, customer support, and code generation	2

FACULTY PROFILE



Dr. Sanjeev Sood

Professor, SSMFE

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He is a highly accomplished media professional with a diverse range of experience in the film and television industry. With over 35 years of experience, he has worked as a Cinematographer, Director, and Producer on numerous films, videos, and television programs. Having graduated from the prestigious Film and Television Institute of India (FTII) in Pune, Sanjeev Sood has worked extensively in the Motion Picture Industries of Mumbai and Delhi, as well as in over twenty countries around the world. He has a wealth of international filming experience, which has allowed him to bring a unique perspective to his work.

Throughout his career, Sanjeev Sood has worked on a wide range of projects, including over a hundred researched documentaries, fiction films, television programs, TVCs, promos, and corporate films. His work reflects his dedication to storytelling and his ability to capture powerful and compelling imagery on film. He has been associated with several prestigious media institutions in the country where he conducted regular workshops and masterclasses in filmmaking and motion picture photography. He has won accolades for his work in India and overseas.



Dr. Mukta Martolia

Assistant Professor, SSMFE

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Dr. Mukta Martolia is a Doctorate in Mass Communication from Makhn Lal Chaturvedi National University of Journalism and Communication, Bhopal. With an experience of more than 12 years in industry and academia Dr. Mukta is awarded with 'The Best Media Educator of the Year' during the 15th Media Excellence Awards 2021 from the Media Federation of India. Dr. Mukta has close associations with many national, international media organizations and academic institutions.

Her research interest lies in Intercultural communication, health communication, media society and media psychology, advertising and new media.

School: SSDAP Program: M.Design	Academic Year: 2024-2025
Branch: Design	Semester: 2 nd
Course Code	NVI0101
Course Title	Introduction to Prompt Engineering
Credits	Audit Course
Contact Hours	30 hrs
Course Type	NCVAC
Course Objective	To provide undergraduate and postgraduate students with a comprehensive introduction to the fundamental concepts and practical skills required for prompt engineering, covering essential techniques for crafting effective prompts, optimizing their performance, and understanding their applications across various AI domains.
Course Outcomes	CO1. Demonstrate proficiency in understanding and crafting various types of prompts for AI applications. CO2. Apply techniques for creating contextually aware and adaptive prompts to enhance AI model performance. CO3. Utilize prompt engineering for data processing tasks such as extraction, summarization, and transformation. CO4. Implement fine-tuning and evaluation methods to optimize prompt performance and iteratively improve their effectiveness. CO5. Design and deploy prompts for specific applications like creative writing, customer support, and code generation. CO6. Analyze and discuss the ethical implications of prompt engineering, including bias detection and mitigation, and the responsible use of AI.
Course Description	This course introduces students to the essential concepts and practical skills of prompt engineering, focusing on creating effective prompts for AI models. It covers the basics of prompt design, advanced techniques, practical applications, and ethical considerations. Through hands-on exercises and real-world examples, students will learn to craft, optimize, and deploy prompts across various AI domains, making prompt engineering accessible and applicable to their academic and professional pursuits.

Outline syllabus		CO Mapping
Unit 1	Introduction to Prompt Engineering	
A	Overview of prompt engineering, significance and applications in AI	CO1
B	Basics of prompts: structure, components, and types	CO1
C	Techniques for crafting clear and effective prompts	CO1, CO4
D	Advanced Prompting Techniques	
Unit 2	Contextual prompts: incorporating context to enhance performance	CO2
A	Dynamic and adaptive prompts: creating flexible and responsive prompts	CO2
B	Evaluation and iteration: methods for evaluating and improving prompts	CO4
Unit 3	Practical Applications and Ethical Considerations	
A	Using prompts in real-world scenarios: case studies and hands-on exercises	CO4
B	Ethical considerations in prompt engineering: bias detection and mitigation	CO6
C	Special applications: creative writing, customer support, and code generation	CO5
D	Special applications: creative writing, customer support, and code generation	CO5