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session

# AI Lunch & Learn

## Your Journey from AI Curious to AI Confident

### Welcome to Lesson 2.1: Fundamentals of Prompting

Today we'll master:

- Anatomy of effective prompts
- The importance of context and clarity
- Role-playing and perspective setting
- Common prompting mistakes to avoid

# How We Learn: The 30-Minute Formula

Every session follows the same structure

## Instruction



Core concepts explained clearly

**10 minutes**

## Demonstration



Watch it work in real-time

**10 minutes**

## Practice

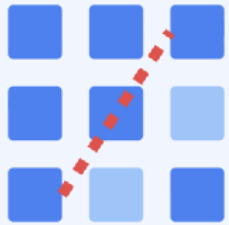


Try it yourself with guidance

**10 minutes**

# Module 1 Recap

## Introduction to AI



**AI recognizes patterns,  
not rules**



**Tool for augmentation,  
not replacement**



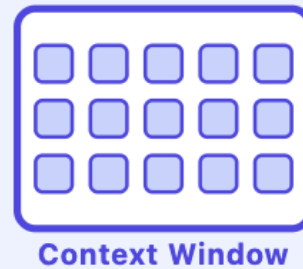
**AI makes mistakes -  
always verify**

# Module 1 Recap

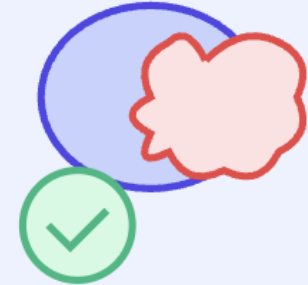
## Understanding LLMs



**LLMs predict patterns,  
not facts**



**Tokens and context  
windows limit memory**



**Hallucinations happen -  
verify claims**

# Module 1 Recap

## Capabilities & Limitations

### AI Excels At

- ✓ Pattern-based tasks
- ✓ Repetitive workflows
- ✓ Data-heavy analysis

### AI Struggles With

- ✗ Judgement calls
- ✗ Understanding context
- ✗ Human touch

## Effective Collaboration Process



Define



Draft



Refine



Validate



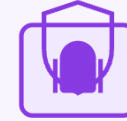
Deliver

# Module 1 Recap

## AI Ethics



**Bias exists and must be identified**



**Privacy and confidentiality are non-negotiable**



**Intellectual property requires respect**



**Personal ethical guidelines matter**

# Welcome to Module 2

**Module 1 taught you WHAT AI is. Module 2 teaches you HOW to use it effectively.**

**By the end of Module 2, you'll be able to:**

- Write prompts that consistently produce quality outputs
- Teach AI through examples (few-shot)
- Break down complex problems into AI-solvable steps
- Build reusable prompt templates and libraries
- Create custom AI assistants with persistent behaviours

**This lesson:** The fundamentals that everything else builds on.



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# **Prompting Fundamentals**

## How to Get What You Want from an AI

# The Difference: Vague vs. Specific

**Vague Prompt (A Wish):** *Write something about our new CAPS resource*

→ Leads to generic, unpredictable results.

**Specific Prompt (An Instruction):** *Write a 2-paragraph executive summary of our Grade 9 Maths digital resource for school principals deciding on adoption. Highlight: alignment with national curriculum standards, evidence of learning gains from pilot schools, and implementation support included. Professional but accessible tone.*

→ Leads to targeted, useful content.

# Same AI. Different Results

Good prompting is:

 **A Skill**

Anyone can learn it with practice

 **A Multiplier**

Better prompts = better outputs

 **An Investment**

Reusable templates save hours weekly

# The Anatomy of an Effective Prompt

A great prompt provides a clear **CRAFT**:

- **Context:** The background information, the "why." (e.g., *This is for a chapter on South African biomes.*)
- **Role:** Who the AI should be. (Act as...)
- **Action:** What the AI should do; the verb. (Write, summarise, create, explain, list...)
- **Format:** The desired structure of the output. (in a table, as bullet points, as a 300-word paragraph...)
- **Tone:** The style of the output and the rules to follow. (Use a formal tone, write for a Grade 6 reading level, avoid jargon, do not mention...)

# **C = Context**

## **What it is:**

The background information and situation. The "why" behind your request.

## **Why it matters:**

Without context, AI makes assumptions that may not fit your needs. Context helps the AI understand constraints, audience, and purpose.

# **R = Role**

## **What it is:**

Who you want the AI to act as or think like.

## **Why it matters:**

Different roles bring different expertise, vocabulary, and perspectives. A curriculum developer writes differently than a marketing manager.

# Why This Works

## 1. Activates Relevant Patterns

- "You are a lawyer" → AI draws from legal language patterns
- "You are a Foundation Phase teacher" → AI draws from simple, clear explanations

## 2. Sets Tone and Expertise Level

- Expert consultant = strategic, high-level
- Peer reviewer = constructive, detailed
- Enthusiastic teacher = encouraging, explanatory

## 3. Creates Consistency Role maintains throughout the conversation

# **A = Action**

## **What it is:**

The specific task or verb. What should the AI actually do?

## **Why it matters:**

Vague verbs like "help me with" or "do something about" lead to vague outputs. Clear action verbs get clear results.

# **F = Format**

## **What it is:**

The structure and layout of your desired output.

## **Why it matters:**

Format makes content usable. A 500-word paragraph isn't helpful when you need a quick-reference table. Specifying format saves revision time.

# T = Tone

## **What it is:**

The voice, style, and emotional quality of the writing.

## **Why it matters:**

Tone shapes how content is received. Executive summaries need formality; Grade 3 content needs warmth and simplicity. Wrong tone = rewrite.

# Common Issues

## 1. Ambiguous Language

The AI doesn't know what "make it better" or "make it more interesting" means.

**Be specific: "Make it more engaging for a 12-year-old by adding a real-world analogy."**

## 2. Assuming Prior Knowledge

Don't assume the AI remembers your last prompt perfectly.

**Include all necessary context in each new prompt.**

## 3. Chaining Too Many Tasks

Asking the AI to do too many things at once can degrade quality.

**Break complex requests into steps: First, summarise this text. Next, pull out the key terms. Finally, write three questions about it.**

# Sample Strong Prompt

**[CONTEXT]** You will be researching the Cradle of Humankind, an important South African heritage site. This content is for a Grade 6 Social Sciences textbook chapter on South African heritage sites.

**[ROLE]** Act as an experienced curriculum developer who specializes in creating engaging, age-appropriate educational content for South African primary school students.

**[ACTION]** Based on the provided text, complete these two tasks:

Create a summary in exactly three bullet points highlighting the most important facts for Grade 6 learners

Design a "Key Terminology" box with definitions for the terms 'paleoanthropologist' and 'hominid'

**[FORMAT]**

Summary: Three bullet points, each containing 15-20 words

Key Terminology Box:

- Two terms defined
- One sentence per definition
- Include a simple heading "Key Terminology"

**[TONE]** Use clear, accessible language suitable for 11-12 year old readers. Write in an engaging, educational style that maintains accuracy while avoiding overly technical jargon. Keep definitions simple and relatable.

# The Strong Prompt Result

Work

Web

GPT-5 On



## Hi there, try asking, 'what can you do?'

 You are using Copilot with GPT-5. [Learn more.](#)

Message Copilot



What should be on my radar  
from emails last week?



Recap [Stand-Up - Digital  
Education Leadership...](#)

Recently attended



Suggest a few time options for a  
meeting with [person](#).

See more 

# Top Tip

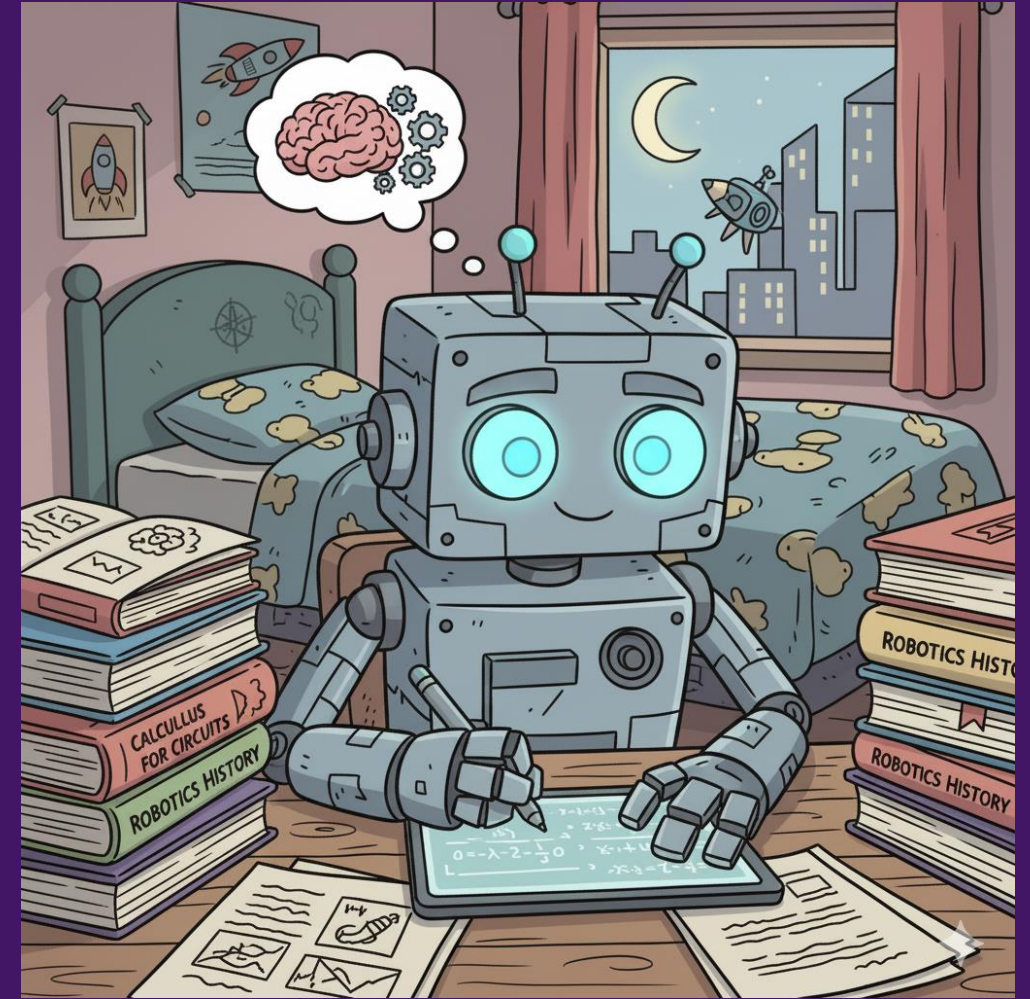
The meta-prompt approach: Ask the AI to help you write better prompts!

Try This:

Help me improve the following prompt using the CRAFT Framework:

- Context: Background and situation
- Role: Who should the AI act as?
- Action: What specific task to complete
- Format: How should the output be structured?
- Tone: What voice and style to use?

[Paste your draft prompt here]





# Hands-On Practice: Build Your Own Effective Prompt

Choose ONE scenario from your actual work today:

Option 1: Communication - Draft an email, memo, or team update

Option 2: Summary/Analysis - Condense a report, analyse data, or synthesize findings

Option 3: Ideation - Generate ideas, brainstorm solutions, or explore options

Option 4: Review/Feedback - Get constructive feedback on something you've written

## Your Task:

**Step 1:** Write your prompt *without* using CRAFT (like you normally would)

**Step 2:** Apply the **CRAFT framework** to improve it:

- Add **Context** and **Role**
- Clarify the **Action** and **Format**
- Specify the **Tone**

**Step 3:** Run BOTH prompts with AI and compare the outputs

**Step 4:** Share in chat:

- What improved most noticeably?
- What surprised you about the difference?

# What We Learned

- Context:** Background and situation
- Role:** Who should the AI act as?
- Action:** What specific task to complete
- Format:** How should the output be structured?
- Tone:** What voice and style to use?

## **Context is Power**

More context = better outputs

## **Role-Playing Works**

Assigning perspective shapes output quality

## **Common Mistakes**

Too vague, too many tasks, no quality criteria

# Building Your Prompt Library

## Start Collecting

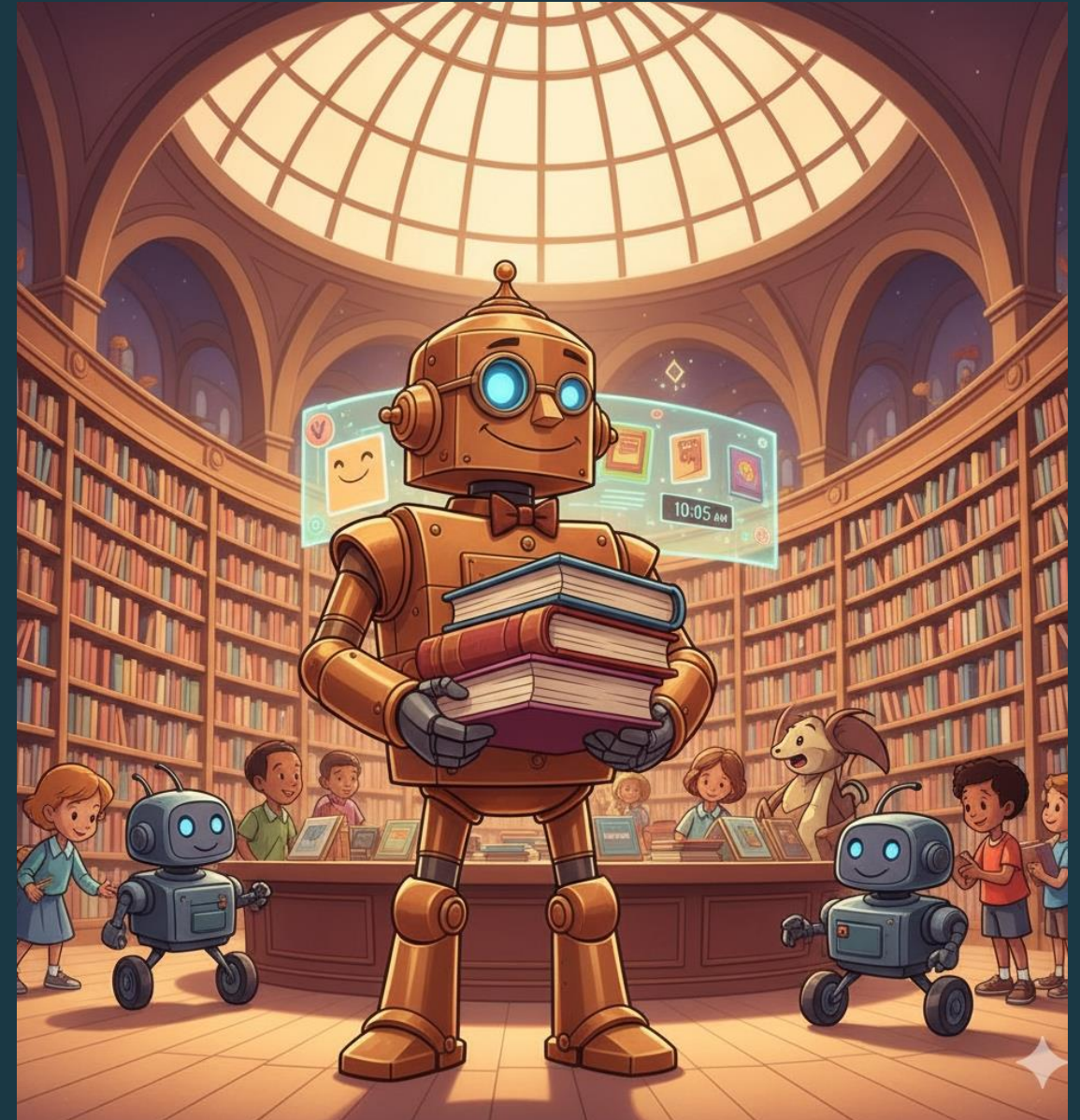
Homework Assignment (Optional but Recommended):

Create a "Prompts" folder/document and save:

1. The prompt you built today
2. Any variations that worked well
3. Note what made it effective

Why? Reusable templates save time, successful patterns can be adapted, you'll build a personal library

Top Tip: Name your prompts descriptively





Next week:

**Tony Thompson-Starkey (DAAI)** will be running a session on Copilot licensing and training

Week of the 27<sup>th</sup> November:

**Warren Kerley (Technology)** will present on the Three Business Horizons for Agentic AI



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