

# SEATS

South Essex Advanced Technical Skills

Building tomorrow's workforce today

## Prompt Engineering for AI - using the CLEAR Model

A framework for Optimising AI Interactions and strengthening Digital Skills

AI Online CPD short course with City & Guilds Digital Badge



### The primary aim of the CLEAR Model course is to empower learners to master AI communication for optimal outcomes.

The CLEAR Model is a non-linear instructional design model developed to enhance the effectiveness and efficiency of interactions with AI technology, specifically designed for large language models. It provides a comprehensive teaching model for prompt engineering, encompassing a structured approach and methodology that empowers users to optimise their AI prompts.

The CLEAR Model serves as a systematic framework that guides users in effectively communicating their intentions to AI models and obtaining the desired results. It goes beyond a simple mnemonic and includes principles and techniques for crafting prompts that yield accurate, relevant, and actionable responses.

**Duration:** 15 hours Mode: 100% online with supporting LMS  
**Cost:\*** £999 per 'seat' (scaled discounts from 6+ seats)\*  
**Cohorts:** Aggregated cohorts possible across several employers  
**Start Date:** Rolling start dates to suit your business needs  
**Skills Level:** Recommended prior L3+ capability for online CPD  
**Assessment:** Online course unit completion and online test  
**Certification:** City & Guilds assured course with C&G Certificate & Digital Badge  
**Suitable for:** Senior and middle managers, board members, key staff



### Objectives:

- Understand the fundamentals of AI, large language models (LLMs), and their applications. Gain knowledge about the basics of AI, its impact on society, and the role of LLMs in various industries.
- Master the principles and techniques of prompt engineering using the CLEAR Model. Develop a comprehensive understanding of the CLEAR Model and its components (Clear Instructions, Level of Output Required, Example, Acting Role, Result format and parameters). Learn effective strategies for crafting optimised AI prompts and leveraging the CLEAR Model in different contexts.
- Apply the CLEAR Model in practice through hands-on exercises and case studies. Gain practical experience in creating prompts using the CLEAR Model. Analyse real-world case studies to understand how the CLEAR Model is implemented in different scenarios.
- Enhance digital skills and strengthen communication with AI systems. Improve the ability to effectively communicate intentions to AI models. Develop digital skills related to prompt engineering and AI interactions. Enhance the quality and effectiveness of generated outputs through clear instructions, appropriate output levels, relevant examples, appropriate acting roles, and specified result formats and parameters.

By achieving these core objectives, learners will be equipped with the knowledge, skills, and techniques necessary to optimise their interactions with AI systems and achieve desired outcomes.

Book your seat(s) online at: [www.seatshub.org](http://www.seatshub.org)

For more details contact: [admin@seatshub.org](mailto:admin@seatshub.org)