Prompt Templates for Instructional Design

Ready-to-Use AI Prompts for Every Phase of Development

AI Assistance Disclosure

This document was created with the assistance of artificial intelligence tools to enhance efficiency and formatting. All research sources have been independently reviewed and verified for accuracy. The prompt recommendations were created by AI (Claude).

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Introduction

This guide provides a comprehensive library of proven AI prompts for instructional design work. These templates are designed to be copied, customized, and reused across your projects, saving 10-15 minutes per task and ensuring consistent, high-quality outputs.

How to Use These Prompts:

- Copy the entire prompt text into your AI tool (Claude, ChatGPT, etc.)
- Replace bracketed placeholders [like this] with your specific information
- Add any additional context or requirements specific to your project
- Save successful variations to build your own custom prompt library

Prompt Categories:

- Analysis Phase: Needs assessment, learner analysis, task analysis
- Design Phase: Learning objectives, course structure, assessment strategy
- Development Phase: Content creation, assessment items, visual elements
- Implementation Phase: Facilitation guides, communication templates
- Evaluation Phase: Survey questions, data analysis, reporting
- Specialized Tasks: Accessibility, localization, troubleshooting

Analysis Phase Prompts

1. Comprehensive Needs Assessment

Purpose: Identify performance gaps and training needs

Time Savings: 6-7 hours (70-75% reduction)

```
I need to conduct a comprehensive needs assessment for [ORGANIZATION/DEPARTMENT].  Context: - Target audience: [describe audience - roles, experience levels, size] - Current situation: [describe the problem or gap] - Business goals: [what the organization wants to achieve] - Success metrics: [how success will be measured] Please help me: 1. Identify the root causes of the performance gap 2. Determine whether training is the appropriate solution 3. Outline what learners need to know, do, and believe differently 4. Recommend data collection methods (surveys, interviews, observations) 5. Create a needs assessment interview guide with 10-12 questions 6. Suggest stakeholders to interview  Format your response with clear sections and actionable recommendations.
```

2. Learner Persona Development

Purpose: Create detailed learner profiles

Time Savings: 3-4 hours (65-70% reduction)

```
Create 2-3 detailed learner personas for a [COURSE TOPIC] training program.  Audience Information: - Job roles: [list roles] - Experience levels: [entry-level, mid-level, senior] - Prior knowledge: [what they already know] - Technical comfort: [novice, intermediate, advanced] - Work environment: [remote, hybrid, on-site] - Challenges: [current pain points]  For each persona, include: 1. Name and job title 2. Demographics and background 3. Goals and motivations 4. Challenges and pain points 5. Learning preferences and constraints 6. Technology access and comfort level 7. Success criteria from their perspective  Format as narrative profiles that bring these learners to life.
```

3. Task Analysis

Purpose: Break down complex tasks into teachable steps

Time Savings: 4-5 hours (70-75% reduction)

```
Perform a detailed task analysis for: [SPECIFIC TASK OR SKILL]  Context: - Who performs this task: [job role] - Frequency: [how often it's performed] - Consequences of errors: [what happens if done wrong] - Current performance issues: [common mistakes]  Provide: 1. Task goal and importance 2. Prerequisites and required knowledge 3. Step-by-step procedure with decision points 4. Common errors and how to avoid them 5. Tools and resources needed 6. Performance standards and quality criteria 7. Recommendations for practice activities  Use a hierarchical structure: main task → subtasks → specific actions.
```

4. SME Interview Question Generator

Purpose: Create effective questions for subject matter expert interviews

Time Savings: 2-3 hours (70-80% reduction)

```
Generate interview questions for a subject matter expert (SME) about [TOPIC/SKILL].  Interview Purpose: [e.g., course development, performance support, troubleshooting guide] SME Background: [their role and expertise level] Time Available: [30 min, 60 min, 90 min]  Create questions that cover: 1. Context and background (2-3 questions) 2. Current state and challenges (3-4 questions) 3. Detailed process/procedure (5-7 questions) 4. Common mistakes and edge cases (2-3 questions) 5. Success criteria and quality standards (2-3 questions) 6. Resources and tools (1-2 questions)  Use open-ended questions that encourage detailed explanations. Include follow-up probes for each main question.
```

Design Phase Prompts

5. Learning Objectives Generator

Purpose: Write measurable, action-oriented learning objectives

Time Savings: 2-3 hours (75-80% reduction)

```
Create learning objectives for a course on [TOPIC].  Course Details: - Target audience: [describe learners] - Course length: [duration] - Delivery method: [eLearning, ILT, blended] - Business goal: [what should change as a result]  Create objectives that: 1. Use Bloom's Taxonomy action verbs at appropriate levels 2. Are specific, measurable, and achievable 3. Focus on performance, not knowledge acquisition 4. Align with business goals 5. Can be assessed within the course  Provide: - 1 terminal objective (overall course goal) - 4-6 enabling objectives (module-level goals) - Suggested Bloom's level for each objective - Brief rationale for the learning sequence  Format objectives as: "By the end of this [course/module], learners will be able to..."
```

6. Course Structure and Outline

Purpose: Design logical course structure and content flow

Time Savings: 4-5 hours (83-90% reduction)

```
Design a comprehensive course outline for: [COURSE TITLE]  Requirements: - Learning objectives: [paste objectives] - Target duration: [total hours] - Delivery format: [eLearning, ILT, blended] - Learner constraints: [time availability, prior knowledge] - Must include: [specific topics or requirements]  Create an outline with: 1. Module structure (4-7 modules recommended) 2. Module titles that are clear and motivating 3. Estimated time for each module 4. Key topics and subtopics for each module 5. Logical learning sequence with clear progression 6. Placement of practice activities and assessments 7. Recommended instructional strategies for each module 8. Dependencies between modules Present as a hierarchical outline with time estimates. Include rationale for the sequence.
```

7. Assessment Strategy Designer

Purpose: Plan comprehensive assessment approach

Time Savings: 3-4 hours (70-75% reduction)

```
Design an assessment strategy for: [COURSE TITLE]  Course Information: - Learning objectives: [paste objectives] - Course length: [duration] - Stakes level: [high-stakes certification, low-stakes training, performance support] - Delivery format: [eLearning, ILT, blended]  Provide: 1. Overall assessment philosophy and approach 2. Pre-assessment strategy (if needed) 3. Formative assessment plan:    - Knowledge checks (frequency and format)    - Practice activities (type and placement)    - Feedback approach 4. Summative assessment plan:    - Format (test, project, simulation, observation)    - Number and type of items    - Passing criteria    - Remediation strategy 5. Assessment blueprint table
```

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mapping:    - Each objective to assessment items    - Bloom's level to
item type    - Point values and weighting  Include specific
recommendations for each objective with rationale.
```

8. Instructional Strategy Selector

Purpose: Choose effective instructional methods

Time Savings: 2-3 hours (65-75% reduction)

```
Recommend instructional strategies for teaching: [SPECIFIC CONTENT OR
SKILL]  Context: - Learning objective: [paste specific objective] -
Bloom's level: [remember, understand, apply, analyze, evaluate, create]
- Content type: [concept, process, procedure, principle, fact] -
Delivery format: [eLearning, ILT, blended] - Time available: [duration
for this topic] - Learner characteristics: [prior knowledge,
preferences, constraints]  Provide: 1. 3-4 recommended instructional
strategies with rationale 2. Specific examples of how to implement each
strategy 3. Engagement techniques to maintain attention 4. Practice
activity recommendations 5. Potential challenges and mitigation
strategies 6. Required resources or tools  Focus on evidence-based
practices aligned with learning science.
```

Development Phase Prompts

9. Content Development - First Draft

Purpose: Generate comprehensive first draft of course content

Time Savings: 15-22 hours (73-75% reduction)

```
Write the content for [MODULE/LESSON TITLE].  Specifications: - Learning objectives: [paste objectives for this module] - Target length: [word count or time] - Tone: [professional, conversational, technical, friendly] - Audience: [describe learners - prior knowledge, role, experience] - Key points to cover: [list main topics] - Must avoid: [any topics to exclude or common misconceptions]  Content Requirements: 1. Opening hook that connects to learners' real-world experience 2. Clear explanation of concepts with relevant examples 3. Visual descriptions (what images/diagrams would help) 4. Practice scenarios or application exercises 5. Common mistakes or pitfalls to avoid 6. Summary of key takeaways  Use these instructional techniques: - Chunking: Break into 3-5 minute segments - Storytelling: Include relevant scenarios - Examples: Provide 2-3 concrete examples for each concept - Analogies: Use relatable comparisons where helpful  Format with clear headers, short paragraphs, and conversational language.
```

10. Multiple Choice Question Generator

Purpose: Create high-quality assessment items

Time Savings: 3-4 hours (80-85% reduction)

```
Create multiple choice questions to assess: [SPECIFIC OBJECTIVE OR CONTENT]  Question Specifications: - Cognitive level: [Bloom's taxonomy level] - Number of questions: [how many] - Difficulty: [easy, moderate, challenging] - Scenario-based: [yes/no]  For each question, provide: 1. Clear, concise question stem 2. Four answer options (A, B, C, D) 3. One clearly correct answer 4. Three plausible distractors based on common misconceptions 5. Correct answer indication 6. Explanation/rationale for why the correct answer is right 7. Brief explanation of why distractors are incorrect  Follow these best practices: - Avoid "all of the above" or "none of the above" - Keep options similar in length and structure - Use parallel grammatical structure - Test application, not just recall - Make distractors plausible but clearly wrong - Avoid negative phrasing when possible  Format as: Question, Options A-D, Correct Answer: [letter], Rationale: [explanation]
```

11. Scenario-Based Question Creator

Purpose: Develop realistic scenario questions

Time Savings: 2-3 hours (75-80% reduction)

```
Create scenario-based questions for: [SKILL OR COMPETENCY]  Context: - Job role: [who would face this situation] - Skill being assessed: [specific objective] - Number of scenarios: [how many] - Complexity level: [simple, moderate, complex]  For each scenario: 1. Create a
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realistic workplace situation (2-4 sentences) 2. Include relevant details and constraints 3. Present a challenge or decision point 4. Ask a question that requires application of the skill 5. Provide 4 response options that represent different approaches 6. Identify the best response with detailed rationale 7. Explain why other options are less effective  Scenarios should: - Reflect authentic workplace challenges - Include realistic details and constraints - Require critical thinking, not just recall - Have one clearly best answer (not just opinion) - Include plausible but suboptimal alternatives  Format: Scenario paragraph, Question, Four options, Correct answer with rationale.
```

12. Interactive Activity Designer

Purpose: Design engaging practice activities

Time Savings: 3-4 hours (70-75% reduction)

```
Design an interactive activity for: [LEARNING OBJECTIVE]  Activity Context: - Objective being practiced: [paste objective] - Delivery format: [eLearning, ILT, blended] - Time available: [duration] - Learner level: [novice, intermediate, advanced] - Group size: [individual, pairs, small groups, large group]  Provide: 1. Activity type and title 2. Learning purpose (what it reinforces) 3. Detailed instructions for learners 4. Materials or resources needed 5. Step-by-step facilitation guide 6. Example responses or solutions 7. Feedback approach 8. Time breakdown for each phase 9. Common challenges and how to address them 10. Variations for different settings or skill levels  The activity should: - Provide authentic practice - Include immediate feedback - Allow for exploration and mistakes - Scale appropriately to time available - Be engaging and relevant to learners  Format with clear sections and actionable instructions.
```

13. Storyboard Script Writer

Purpose: Create detailed eLearning storyboards

Time Savings: 6-9 hours (75% reduction)

```
Create a detailed storyboard for: [SCREEN/SLIDE TITLE]  Storyboard Specifications: - Learning objective: [objective for this section] - Screen type: [introduction, content, practice, assessment, summary] - Estimated time: [how long learner spends on this screen] - Interactivity level: [click-to-reveal, drag-drop, simulation, etc.]  For each screen, provide:  ON-SCREEN TEXT: - Main heading - Body content (conversational, chunked) - Button labels - Audio/narration script if different from on-screen text  VISUAL ELEMENTS: - Background description - Images needed (with specific descriptions) - Icons or graphics - Layout suggestions INTERACTIVITY: - What learner clicks/interacts with - What happens as a result - Feedback provided - Navigation options  DEVELOPMENT NOTES: - Technical requirements - Animations or transitions - Accessibility considerations  Format as a clear table or structured document that a developer can follow.
```

14. Video Script Writer

Purpose: Write engaging video scripts

Time Savings: 3-4 hours (67-75% reduction)

```
Write a video script for: [VIDEO TITLE/TOPIC]  Video Specifications: - Purpose: [explain concept, demonstrate procedure, tell story] - Target length: [minutes] - Tone: [professional, casual, enthusiastic, serious] - Audience: [describe viewers] - Key message: [main takeaway] - Visual style: [talking head, animation, screen recording, live action]  Script Requirements: 1. Opening hook (first 5-10 seconds) 2. Clear introduction of topic and relevance 3. Main content organized in 2-4 segments 4. Visual cues [describe what appears on screen] 5. Examples and demonstrations 6. Call-to-action or next steps 7. Closing summary Format as: TIMECODE | VISUAL | AUDIO  Writing Guidelines: - Use conversational, spoken language - Keep sentences short (10-15 words) - Include natural pauses - Write phonetic spellings for difficult words - Aim for 150 words per minute - Include emotion cues for presenter (e.g., [enthusiastic], [thoughtful])  Describe visual elements in detail but focus the script on audio narration.
```

Implementation Phase Prompts

15. Facilitator Guide Generator

Purpose: Create comprehensive instructor guides

Time Savings: 4-5 hours (70-75% reduction)

```
Create a facilitator guide for: [SESSION/MODULE TITLE]  Session Information: - Duration: [total time] - Learning objectives: [paste objectives] - Audience: [participant background] - Setting: [in-person, virtual, hybrid] - Materials provided: [slides, handouts, activities] Facilitator Guide Should Include:  1. SESSION OVERVIEW - Purpose and objectives - Key learning points - Materials and setup requirements - Pre-session preparation  2. DETAILED TIMELINE For each segment: - Time allocation - Facilitator actions (what to say and do) - Slide/page references - Key talking points - Questions to ask - Expected responses - Transition statements  3. ACTIVITY FACILITATION - Setup instructions - Step-by-step delivery - Debrief questions - Common challenges and solutions - Time management tips  4. TROUBLESHOOTING - Difficult questions and suggested responses - Technical issues and backup plans - If running short/long on time - Engagement strategies if energy drops Format with clear time markers, speaker notes, and visual cues. Use a two-column format: TIME/CONTENT | FACILITATOR NOTES.
```

16. Learner Communication Templates

Purpose: Create pre-course and follow-up communications

Time Savings: 2-3 hours (75-80% reduction)

```
Create email communications for: [COURSE/PROGRAM TITLE]  Course Details: - Course format: [eLearning, ILT, blended] - Duration: [length] - Target audience: [who is taking this] - Prerequisites: [any required preparation] - Support available: [help desk, coach, manager]  Create these communications:  1. PRE-COURSE ANNOUNCEMENT (2 weeks before) - Exciting introduction to course - What they'll learn and why it matters - Logistics (date, time, location/link) - Prerequisites or preparation needed - Technical requirements - Support contact information  2. REMINDER EMAIL (3 days before) - Friendly reminder - Quick summary of what to expect - What to bring or prepare - How to access - Last-minute questions contact  3. POST-COURSE FOLLOW-UP (day after completion) - Thank you and acknowledgment - Summary of what was covered - Resources for continued learning - How to apply skills on the job - Feedback survey link - Support for questions  4. ONE-MONTH CHECK-IN - How are they using new skills - Challenges they're facing - Additional support available - Success stories invitation  Tone: Professional but friendly, encouraging, supportive. Keep each email to 200-250 words.
```

Evaluation Phase Prompts

17. Kirkpatrick Level 1 Survey Generator

Purpose: Create effective feedback surveys

Time Savings: 2-3 hours (70-80% reduction)

```
Create a Kirkpatrick Level 1 (Reaction) evaluation survey for: [COURSE TITLE]  Course Information: - Duration: [length] - Delivery format: [eLearning, ILT, blended] - Key objectives: [paste main objectives] - Areas of focus: [specific aspects to evaluate]  Create a survey with: 1. SATISFACTION QUESTIONS (5-point Likert scale) - Overall satisfaction with course - Content relevance and usefulness - Quality of materials and resources - Clarity of presentations - Effectiveness of activities - Pace and organization - Facilitator effectiveness (if applicable)  2. ENGAGEMENT QUESTIONS - Interactive elements - Opportunities for practice - Connection to real work  3. LEARNING ENVIRONMENT (if applicable) - Platform/technology ease of use - Support and assistance available - Learning environment comfort  4. OPEN-ENDED QUESTIONS (2-3) - What was most valuable? - What would you improve? - How will you apply this learning?  5. DEMOGRAPHIC/CONTEXT QUESTIONS - Department/role - Experience level - Prior knowledge of topic  Provide: - Complete survey questions - Scale labels (e.g., Strongly Disagree to Strongly Agree) - Brief analysis guide (what to look for in results)  Keep survey to 10-15 questions (5-7 minutes to complete).
```

18. Learning Transfer Survey (Kirkpatrick Level 3)

Purpose: Assess on-the-job application of learning

Time Savings: 3-4 hours (75-80% reduction)

```
Create a learning transfer survey to assess application of skills from: [COURSE TITLE]  Timing: [30 days, 60 days, 90 days after course completion]  Course Focus: - Main skills taught: [list key skills] - Desired behavior changes: [what should be different] - Expected outcomes: [results of applying learning]  Create questions that assess: 1. FREQUENCY OF APPLICATION (5-point frequency scale) For each main skill: - How often are you using [specific skill]? - In what situations have you applied it?  2. CONFIDENCE AND COMPETENCE - Confidence in performing skills - Quality of performance - Improvement since training 3. BARRIERS AND ENABLERS - What has helped you apply learning? - What barriers have you faced? - Support received from manager/team - Resources available  4. IMPACT AND RESULTS - Specific examples of application - Results or outcomes achieved - Changes observed by others - Value to your work  5. ONGOING NEEDS - Areas needing additional practice - Additional support needed - Topics for follow-up learning Include: - 8-12 questions total - Mix of quantitative and qualitative questions - Specific, behavior-focused questions - Examples to help respondents understand what you're asking - Skip logic if certain skills weren't relevant to all learners  Provide analysis guidance for interpreting results.
```

19. Data Analysis and Insights Reporter

Purpose: Analyze evaluation data and generate insights

Time Savings: 4-5 hours (70-75% reduction)

```
Analyze evaluation data and create an insights report for:
[COURSE/PROGRAM TITLE]  Data Provided: [Paste or describe your data:
survey results, completion rates, assessment scores, learning transfer
metrics]  Analysis Requirements:  1. EXECUTIVE SUMMARY - Key findings
(3-5 bullet points) - Overall success indicators - Critical issues
requiring attention - Recommended actions  2. DETAILED ANALYSIS For each
metric: - Current performance - Trends or patterns - Comparison to
benchmarks or targets - Statistical significance (if applicable) - What
the data means  3. STRENGTHS - What's working well - Areas exceeding
expectations - Success stories or examples - Best practices to continue
4. OPPORTUNITIES FOR IMPROVEMENT - Gaps or weaknesses - Root cause
analysis - Specific recommendations with rationale - Priority ranking
5. LEARNER FEEDBACK THEMES - Common positive comments - Common concerns
or complaints - Suggestions from learners - Representative quotes  6.
NEXT STEPS - Immediate actions (quick wins) - Medium-term improvements -
Long-term recommendations - Resources needed  Format: - Use data
visualization descriptions (charts, graphs) - Include specific numbers
and percentages - Provide context and interpretation - Make
recommendations actionable - Prioritize by impact and effort  Tone:
Professional, objective, focused on improvement.
```

Specialized Task Prompts

20. Accessibility Compliance Reviewer

Purpose: Ensure WCAG 2.1 AA compliance

Time Savings: 4-5 hours (63-67% reduction)

```
Review accessibility and create remediation recommendations for: [COURSE/MODULE TITLE]  Content Type: [eLearning, PDF, video, presentation] Current State: [describe any known accessibility issues] Target Standard: [WCAG 2.1 AA, Section 508]  Provide:  1. ACCESSIBILITY AUDIT CHECKLIST Review for: - Alternative text for all images and graphics - Proper heading hierarchy (H1, H2, H3) - Sufficient color contrast (4.5:1 for text) - Keyboard navigation support - Screen reader compatibility - Captions and transcripts for multimedia - Clear link text (no "click here") - Form field labels - Table headers and structure - Document language tags - Consistent navigation - No flashing content (seizure risk)  2. SPECIFIC ISSUES FOUND For each issue: - Location in content - WCAG success criterion violated - Severity (critical, major, minor) - Impact on users with disabilities - Screenshot or specific description  3. REMEDIATION RECOMMENDATIONS For each issue: - Specific correction needed - How to implement the fix - Examples of correct implementation - Testing method to verify fix - Priority ranking  4. PREVENTION GUIDANCE - Best practices for future content - Common mistakes to avoid - Tools for accessibility testing - Resources for learning more  Format as a prioritized action plan with clear, technical instructions.
```

21. Content Localization Briefing

Purpose: Prepare content for translation and cultural adaptation

Time Savings: 3-4 hours (75-80% reduction)

```
Create a localization briefing for translating: [COURSE/CONTENT TITLE] Target Languages: [list languages] Target Regions: [countries or regions]  Localization Brief Should Include:  1. CONTENT OVERVIEW - Purpose and audience - Tone and style - Key terminology - Brand voice requirements  2. CULTURAL ADAPTATION NEEDS - Examples or scenarios needing localization - Culturally specific references - Idioms or colloquialisms to adapt - Humor that may not translate - Images or graphics needing replacement - Date, time, currency formats - Measurement units  3. GLOSSARY AND TERMINOLOGY - Key terms and preferred translations - Product names (translate or not) - Acronyms and how to handle - Consistency requirements - Industry-specific terminology  4. TECHNICAL SPECIFICATIONS - File formats and tools - Text expansion considerations (some languages use 30% more space) - Character encoding - Right-to-left language considerations (if applicable) - Voice-over requirements for videos  5. QUALITY ASSURANCE - Review process - Subject matter expert availability - Testing requirements - Success criteria  6. DON'T TRANSLATE - Brand names - Proper nouns - Specific technical terms - UI elements (if applicable)  7. CONTEXT FOR TRANSLATORS - Where content will be used - Target audience background - Learning objectives - Anything that would help translators make good decisions  Format as a comprehensive briefing document for translation vendors.
```

22. Image Generation Prompt Creator

Purpose: Create effective prompts for AI image generation

Time Savings: 2-3.5 hours (85-90% reduction)

```
Create AI image generation prompts for: [CONTENT CONTEXT]  Image Needs:
- Number of images: [how many] - Purpose: [hero image, diagram, concept
illustration, character, scene] - Style preference: [photorealistic,
illustration, flat design, 3D, minimalist] - Color scheme: [specific
colors or open] - Mood: [professional, friendly, serious, playful] -
Must include: [specific elements] - Must avoid: [things to exclude]  For
each image, provide:  1. DETAILED PROMPT for Midjourney, DALL-E, or
Stable Diffusion: - Subject description (be very specific) - Style and
medium (photography, digital art, watercolor, etc.) - Composition
(close-up, wide shot, perspective) - Lighting (natural, dramatic, soft,
bright) - Color palette - Mood and atmosphere - Technical parameters
(resolution, aspect ratio) - Quality indicators (--quality, --stylize
values)  2. ALTERNATIVE VERSIONS - 2-3 prompt variations to try -
Different styles or approaches - Fallback options  3. CONTEXT FOR USE -
Where image will appear - Relationship to content - Accessibility
considerations (what alt text should describe)  4. POST-PROCESSING NEEDS
- Any editing required - Text to be added - Adaptations for different
sizes  Example prompt structure: [subject], [style], [composition],
[lighting], [color palette], [mood], [technical parameters] --ar 16:9 --
quality 2  Provide specific, detailed prompts that will generate
appropriate, professional images.
```

Prompt Engineering Best Practices

Effective prompts are the key to getting high-quality outputs from AI tools. Follow these proven strategies to maximize your results and minimize iterations.

Core Principles

1. Be Specific and Detailed

- Vague prompts get vague results. Specify exactly what you need.
- Include context, constraints, format requirements, and examples.
- Bad: "Create learning objectives." Good: "Create 5 measurable learning objectives using Bloom's taxonomy for a 2-hour customer service course aimed at call center representatives with 6 months experience."

2. Provide Context

- Help AI understand your situation: audience, purpose, constraints.
- Include background information that a human colleague would need.
- Explain the "why" behind your request when relevant.

3. Specify Format and Structure

- Tell AI how to organize the response: bullets, tables, paragraphs, etc.
- Request specific sections or components if you have a structure in mind.
- Example: "Format as a table with columns for objective, Bloom's level, and assessment method."

4. Set Tone and Style

- Specify desired tone: professional, conversational, technical, friendly.
- Indicate formality level and any style preferences.
- Example: "Use a conversational, encouraging tone appropriate for adult learners."

5. Include Examples

- Show what good looks like by providing examples.
- Use examples to demonstrate format, style, and quality level.
- Example: "Like this: 'By the end of this module, learners will be able to calculate ROI using the formula (Benefit - Cost) / Cost × 100.'"

6. Specify Constraints and Requirements

- Length limits: word count, time duration, number of items.
- Must include/must avoid: specific topics, approaches, or terminology.
- Technical requirements: accessibility, platform compatibility, etc.

7. Break Complex Tasks into Steps

- For complex requests, break into multiple prompts.
- First get an outline or structure, then develop each section.
- Review and refine incrementally rather than trying to perfect in one shot.

Iteration and Refinement

When Output Isn't Quite Right:

- Give specific feedback: "Make it more conversational" or "Add more concrete examples"
- Request targeted revisions: "Revise section 2 to focus on practical application"
- Build on what's working: "Keep the structure but make the examples more relevant to healthcare"

Multi-Turn Conversations:

- Use follow-up prompts to refine and develop content.
- AI maintains context, so you can reference previous outputs.
- Example flow: Get outline → Develop section 1 → Refine section 1 → Move to section 2

Tool-Specific Tips

Claude (Anthropic):

- Excellent for analysis, writing, and complex reasoning
- Responds well to detailed, structured prompts
- Can handle very long contexts (200,000+ tokens)
- Best for: content development, instructional strategy, assessment design

ChatGPT (OpenAI):

- Very conversational and creative
- Excellent for brainstorming and ideation
- Can search the web with GPT-4 (if enabled)
- Best for: scenarios, examples, creative content

Articulate AI Assistant:

- Purpose-built for course development in Storyline
- Generates ready-to-use slides and interactions
- Best for: rapid prototyping, slide content, quiz questions
- Tip: Provide clear learning objectives and it will structure entire modules

Common Mistakes to Avoid

- Being too vague: "Create a course" vs. "Create a 2-hour eLearning course on customer service skills for new call center employees"
- Not providing enough context: AI can't read your mind or know your organization
- Expecting perfection in one shot: Plan to iterate and refine
- Not reviewing AI outputs: Always review for accuracy, appropriateness, and quality
- Ignoring accessibility: Specify accessibility requirements in your prompts
- Not saving successful prompts: Build a library of what works for reuse

Building Your Prompt Library

Creating a personal library of effective prompts is one of the best ways to maximize your AI ROI. Here's how to build and maintain your collection.

Organization Strategy:

- Organize by ADDIE phase or project type
- Tag prompts with keywords for easy searching
- Include notes on what works well and what to adjust
- Rate prompts by effectiveness (5-star system)
- Track time saved per prompt

What to Save:

- The complete prompt text
- Context about when to use it
- Placeholder instructions (what to customize)
- Example output that shows quality level
- Variations that work for different situations
- Tips for getting the best results

Storage Options:

- Word or Google Doc with table of contents
- Notion database with tagging and search
- Spreadsheet with columns for category, prompt, notes
- Note-taking app with linking and tags
- Text expansion tool for quick access

Maintenance Tips:

- Update prompts when you discover improvements
- Archive prompts that no longer work well
- Share successful prompts with your team
- Regularly review and consolidate similar prompts
- Test prompts periodically as AI models improve

Team Sharing:

- Create a shared prompt library for your team
- Hold prompt-sharing sessions to learn from each other
- Establish quality standards for the shared library
- Assign someone to curate and maintain the library
- Celebrate great prompts to encourage contribution

Conclusion

These prompt templates provide a foundation for accelerating your instructional design work with AI. Remember that the best prompts are specific, well-structured, and provide adequate context. Don't hesitate to modify these templates to match your organization's needs, terminology, and style.

Key Success Factors:

- Start with these proven templates and customize them
- Build your personal library of effective prompts
- Always review and refine AI outputs with your expertise
- Share successful prompts with your team
- Continuously improve your prompts based on results

As AI tools continue to evolve, effective prompt engineering will remain essential for maximizing value. Treat your prompt library as a strategic asset that compounds in value over time, saving 10-15 minutes per task and ensuring consistent, high-quality outputs across your projects.

References & Resources

Prompt Engineering Resources

- Anthropic (2024). "Prompt Engineering Guide." https://docs.anthropic.com/claude/docs/prompt-engineering
- OpenAI (2024). "Best Practices for Prompt Engineering." https://platform.openai.com/docs/guides/prompt-engineering
- Prompt Engineering Guide (2024). "Introduction to Prompt Engineering." https://learnprompting.org/docs/introduction

About This Series

This document is part of the comprehensive AI Integration in Instructional Design series, designed to provide instructional designers with research-backed frameworks, practical tools, and actionable strategies for successfully adopting AI in their workflows.

Documents in this series:

- Integrating AI in the ADDIE Module
- Integrating AI in SAM
- Ethical Use of AI in Instructional Design
- AI Tool Comparisons and Capabilities
- Prompt Templates
- ROI Framework (calculating return on investment)
- AI Decision Trees