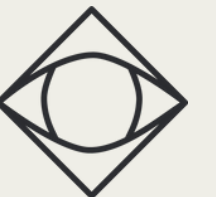


Content Creation w/ Generative AI

A PLAYBOOK FOR ISSIP VOLUNTEERS

November 2023

InnoVision
Consulting



PLAYBOOK CONTENTS

- Service Innovation
- Introduction
- Article Creation
- Video Creation
- Image Creation
- HTML Webpage Creation
- Thank You & Feedback

SERVICE INNOVATION

Before we get into the playbook, let's begin by defining Service Innovation:

Service:

- Applying resources to benefit others

Innovation:

- Innovation is creating positive change through new ideas, methods, or products

Service Innovation:

- Innovations that benefit everyone involved. These ideas use new technologies to make useful things more widely available, find better ways to share positive outcomes quickly, and set up rules to make sure there are no negative effects on people, the environment, or future generations.

INTRODUCTION

Welcome to ISSIP's content creation playbook - designed for volunteers to leverage the power of generative AI (GenAI) in advancing the mission of ISSIP.

This playbook was created to guide ISSIP volunteers through a step-by-step process of creating 3 different types of content using various GenAI tools:

- Short-form articles
- Video
- Images

These three types of content will then be displayed on an HTML webpage that you will also create using...you guessed it, GenAI.

INTRODUCTION

We've tested a plethora of GenAI tools and selected the simplest, most accessible, and robust tools to get you started on your content creation journey. Plus, all of the tools we'll use in this playbook are free to use!

Before you dive into the playbook, try to think about your understanding of Service Innovation. Can you define it? If so, kudos to you! If not - no worries!

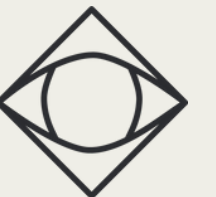
Hopefully, by going through this process, you'll not only be upskilling by learning about GenAI, but you'll also be able to tell the people around you what Service Innovation is through different examples!

Step 1: Select a historic Service Innovation and let's get started!

Article Creation

EXPLAIN SERVICE INNOVATION THROUGH
SHORT-FORM ARTICLES


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SHORT-FORM ARTICLES

- The goal of this first section is to guide you through the process of generating a short-form article that you will use as one of the 3 types of content on your HTML webpage.
- This is laid out so you can start with the prompt we've provided and iterate as needed,
- Estimated time to generate: 10-15 minutes

Let's get started with your own article creation!

 ChatGPT

Title: Navigating the Complex Realm of Combustion Engines

Introduction:

In the history of innovation, the combustion engine emerges as a transformative force, propelling a global mobility revolution and igniting scientific exploration. Yet, within its triumphs lie shadows —environmental degradation, health impacts, and a geopolitical dance tethered to oil dependency.

Pros:

- **Mobility Revolution:** From early automobiles to modern highways, combustion engines connect communities, fostering a sense of global unity.
- **Technological Innovation:** Meeting efficiency challenges, combustion engines birth advancements beyond autos, shaping diverse fields.
- **Scientific Exploration:** Powering Earthly travels and cosmic odysseys, combustion engines expand the horizons of human knowledge.

Cons:

- **Environmental Degradation:** Fossil fuel combustion tarnishes air and water, imperiling ecosystems and human health.
- **Health Impacts:** Air pollution's toll on public health shadows the convenience of internal combustion.
- **Dependency on Oil:** Global reliance on finite resources weaves a web of geopolitical complexities and economic instability.

This distilled exploration encapsulates the dual narrative of combustion engines, acknowledging their feats and confronting the challenges they pose. Feel free to suggest any adjustments or expansions!

Example of completed article on combustion engines

ARTICLE CREATION

1

Prompting

Compose a prompt to generate your article

2

Generating

Generate the initial article

3

Iterating

Fine-tuning period to improve the article

4

Scripting

Develop a video script from your article

5

Citing

Practice ethical AI use with proper citations



STEP 1: PROMPTING

- Key parts of the article:
- Introduction
 - Pros & Cons
 - Closing
- Article should give a multi-faceted overview while maintaining the short-form format
- The goal is to help the audience improve their understanding of “service innovation”
- Elements of a well structured prompt:
- **Role & Goal** - tell the AI who it is, how it should behave, and the end goal
 - **Step by Step Instructions** - the specificity of your prompt will impact the result
 - **Constraints** - this will help prevent unexpected responses
 - **Personalization** - allows the AI to adapt to different scenarios based on your input
 - Extra: **Appeal to emotion** - 10% improvement in quality when adding an emotional appeal






STEP 1: PROMPTING

1. Adjust the sample prompt below to match your service innovation and intended result:

You are a respected blog author specializing in short-form content for helping people improve their understanding of service innovation. You're also a world class researcher, social media influencer, and TikTok content creator. Ensure that you've done the research necessary to become an expert on service innovation. I would like to create a webpage where I can display an article about the benefits and harms related to a specific service innovation and it's impact on society throughout history.

For this webpage, I'd like to focus on << insert service innovation >> as a service innovation. Can you please provide 10 pros and cons associated with << insert service innovation >>? I will then pick a few of each and you will write a short 150 word article based on the ones I select.

The article should have an introduction, two sections for pros and cons, and a closing section. The article should be informational and unbiased and digestible for an average to above average English speaker. Make sure you're proud of the work you present to me.

Legend					
	Role & Goal	Step by Step Instructions	Constraints	Personalization	Appeal to Emotion

STEP 2: GENERATING

→ For this example, we'll use OpenAI's ChatGPT to generate our article

2. Log in or creating an account at chat.openai.com

3. Begin a new “chat” by pasting in the prompt you created from the sample on the previous slide

4. Press ENTER to begin your conversation

You are a respected blog author specializing in short-form content for helping people improve their understanding of service innovation. You're also a world class researcher, social media influencer, and TikTok content creator. Ensure that you've done the research necessary to become an expert on service innovation. I would like to create a webpage where I can display an article about the benefits and harms related to a specific service innovation and it's impact on society throughout history.

For this webpage, I'd like to focus on combustion engines as a service innovation. Can you please



STEP 2: GENERATING

4. ChatGPT will present you with a list of pros and cons for your service innovation. Try to find 3 points from both pros and cons that provide a broad-scope impact.

5. You can respond with:

“For pros, please use 1, 4, 9. For cons, please use 1, 4, 7.”

Cons:

1. **Environmental Degradation:** Combustion engines have been a major contributor to environmental degradation, with air and water pollution, deforestation, and habitat destruction.
2. **Climate Change:** The combustion of fossil fuels in engines is a primary driver of climate change, leading to global warming and its associated impacts.
3. **Resource Depletion:** The reliance on finite fossil fuels for combustion engines raises concerns about resource depletion and geopolitical tensions.
4. **Health Impacts:** Air pollution from combustion engines has significant health impacts, leading to respiratory diseases and other health issues, especially in urban areas.
5. **Inequality:** The benefits of combustion engines have not been evenly distributed, leading to disparities in access to transportation and economic opportunities.
6. **Urban Sprawl:** The ease of travel facilitated by combustion engines has contributed to urban sprawl, with environmental and social consequences.
7. **Dependency on Oil:** The global economy's dependency on oil, a primary fuel for combustion engines, has led to geopolitical conflicts and economic volatility.
8. **Disruption of Ecosystems:** The extraction and use of resources for combustion engines have disrupted ecosystems, threatening biodiversity and ecological balance.
9. **Noise Pollution:** Combustion engines contribute to noise pollution, impacting the well-being of individuals and wildlife.
10. **Technological Inertia:** The dominance of combustion engines has, at times, impeded the rapid adoption of cleaner and more sustainable technologies.

These broad perspectives capture the multifaceted impact of combustion engines on our world. Let me know which aspects you'd like to explore further, and I'll craft some concise articles for your webpage!



You

Great. For pros, please use: 1, 4, 9. For cons, please use: 1, 4, 7.

Example of list of cons and prompt to select desired points

STEP 3: ITERATING

→ Now that you've generated the initial article, it's time to fine tune it to your liking.



Think of the iterating process like a conversation between you and ChatGPT

- Be specific in your requests. For example:
 - “Please change the title of the two sections from pros and cons to opportunities and challenges”
 - “Please make the language easier to understand”
 - “Please use more data in the descriptions”
 - “Please use bullet points to make the content easier to read”

→ Once you've generated an article you're happy with, save it somewhere - like a word document or Google Doc - that you can easily access it as needed. Now we're ready for the next step!

STEP 4: SCRIPTING

→ To prepare for the next type of content creation (videos), we'll ask ChatGPT to create a video script using the article you just created.

6. In the same conversation as the one you use to create the article, use the following prompt to create a video script:

Using the most recent article you just generated, please create a script for a 30-45 second video that covers the same ideas presented in the article. Please use informative language with an unbiased point of view. Since the script you provide will be used as a voiceover, please include suggestions for visual content that I can include in the video. Remember, this is really important to me and the work you create should be at a really high level.



Remember, your interactions with the GenAI tool you select should be like a conversation where you can use natural language to communicate with the tool.

- Don't be afraid to ask for changes to the script to help it align with your goal
 - "This script is too short, can you add 15 seconds worth of content?"

Legend



Role & Goal



Step by Step
Instructions



Constraints



Personalization



Appeal to
Emotion

STEP 5: CITING

- Congratulations on generating your article and the script for your video!
- It's really important to practice ethical AI use. We recommend noting the following as a general practice every time you use content generated by AI:
 - Tool
 - Ex: OpenAI's ChatGPT
 - Prompt
 - Copy and paste the initial prompt you used to generate your content
 - Date
 - The date you generated the content



Some GenerativeAI tools allow you to share a link to the conversation that generated the content you are using. In this case, we recommend saving that link and including it as an additional element in your citations.

Video Creation

EXPLAINING SERVICE INNOVATION THROUGH
ENGAGING VIDEOS

VIDEOS

- The goal of this next section is to guide you through the process of generating a video that you will display as one of the 3 types of content on your webpage.
- We'll walk you through a tool called Flickify to help you generate a top-notch AI-generated video.
- Estimated time to generate: 30-45 minutes

Let's create your AI-generated video!



WHY FLICKIFY?

- After evaluating several video creation tools, we chose Flickify for its unique features and user-friendly experience, perfectly aligning with our video production goals.
- Notable features
 - AI-Powered Text-to-Video Conversion
 - Auto Match Content with Visuals
 - Diverse Narrator Selection
 - Video Avatars and Voice Cloning
 - One Free Video Per Account
 - URL-to-Video Conversion



A multitude of video generation tools exist on the web. The best way to find the one that you really like is to explore different tools since most of them offer free versions.

VIDEO CREATION

1

Initializing

Signup and select a
video type

2

Generating

Use your script to
generate a video

3

Editing

Review the draft video
and make edits as
needed

4

Uploading

Render and upload
video

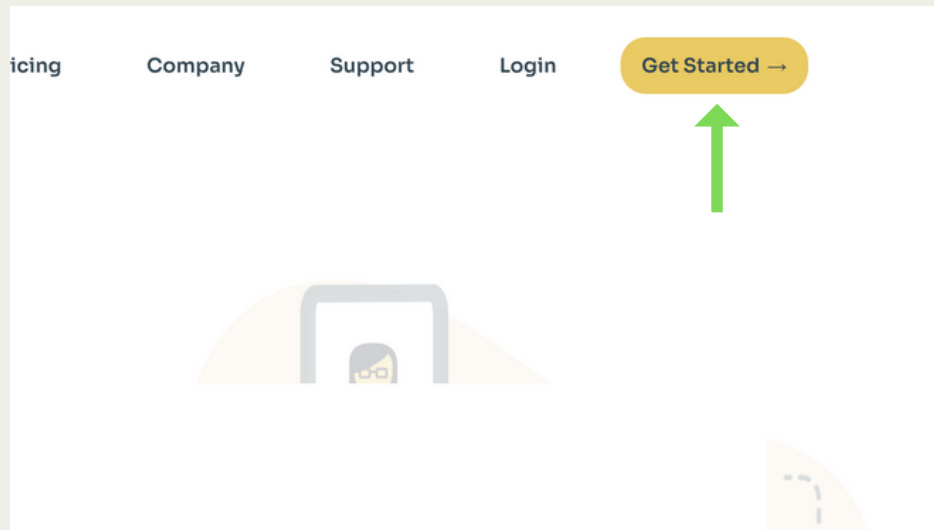
5

Citing

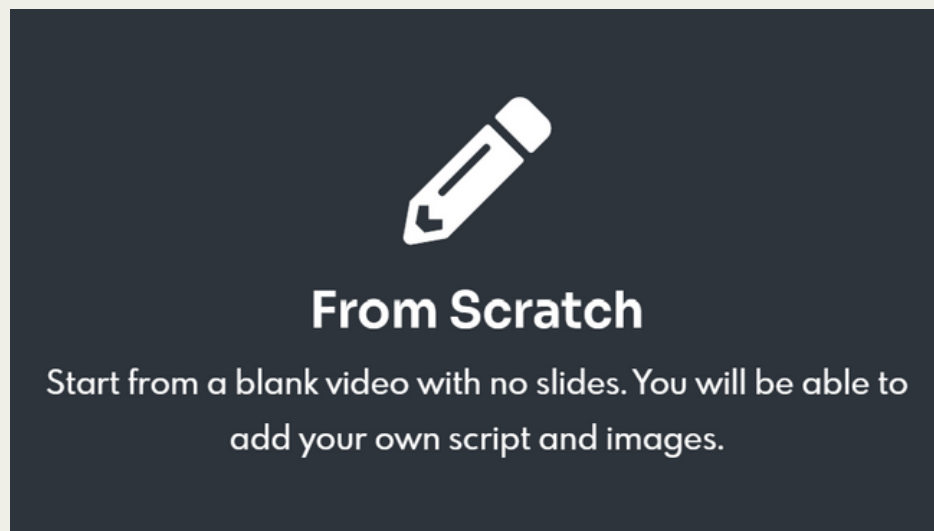
Practice ethical AI use
with proper citations



STEP 1: INITIALIZING



1. Visit Flickify's website - www.flickify.com - and click on 'Get Started' on the top right hand side of the page.



2. Select 'From Scratch' to start building your video using the script we generated with ChatGPT in the previous section.



We're walking you through the method we found most effective but feel free to explore the other methods of generating videos offered by Flickify.

STEP 2: GENERATING

3. Provide a title and brief description for your video and paste your pre-written script in the text box. Click ‘Next’.



- When pasting the script, start a new line for each slide.
- Avoid using quotation marks at the beginning of a slide excerpt to prevent formatting issues.
- Remove added cues like scene descriptions and narrator labels. These are useful for content curation but should be deleted to prevent Flickify from misinterpreting them as part of the script, which could unnecessarily extend your video's length

Title

The Legacy of the Combustion Engine - Adapting to Tomorrow

Description

A narrative of how service innovation can drive us towards a more balanced and conscientious future

Content

The combustion engine, once a symbol of progress, ignited a revolution in service and mobility. Its roar marked the beginning of an era where distances shrank and opportunities expanded.

It reshaped our world, enabling rapid industrial growth and connecting communities. Its impact was profound, facilitating services and experiences that were once beyond reach.

Yet, with this monumental service came unanticipated challenges. The environmental cost of progress loomed large, calling for a reevaluation of the engine's role in our lives.

In response, a new wave of service innovation emerged. Engineers and visionaries reimagined the engine, striving for a balance between efficiency and environmental stewardship.

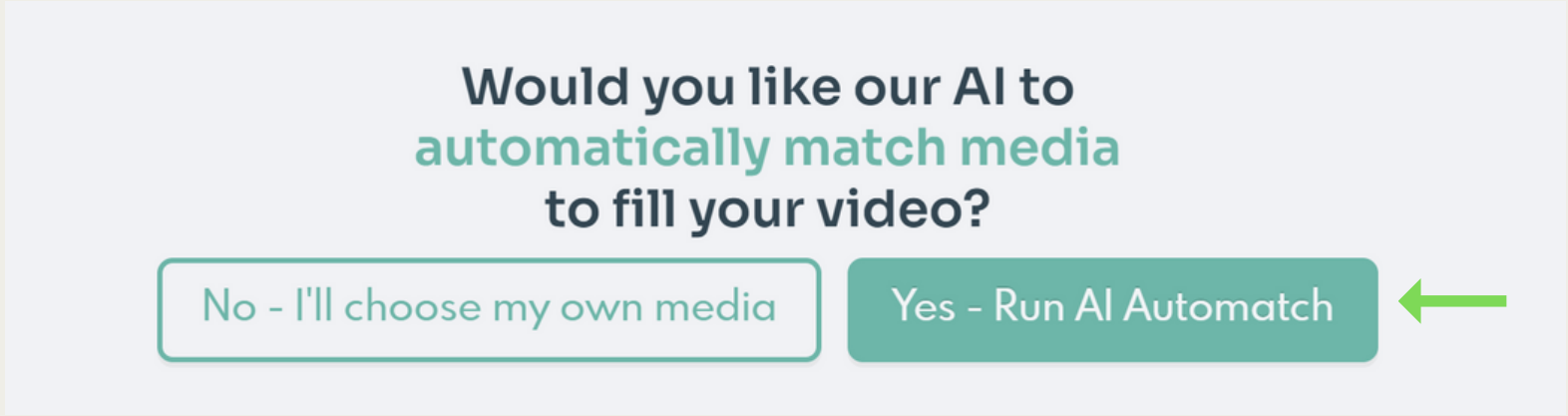
The pursuit of cleaner, more sustainable engines led to remarkable advancements. Fuel efficiency soared, emissions dropped, and the engines began to harmonize with our environmental commitments.

The adaptation to renewable fuels marked a pivotal shift. It wasn't just about moving forward; it was about moving forward responsibly, transforming the engine into a service that respects both society and nature.

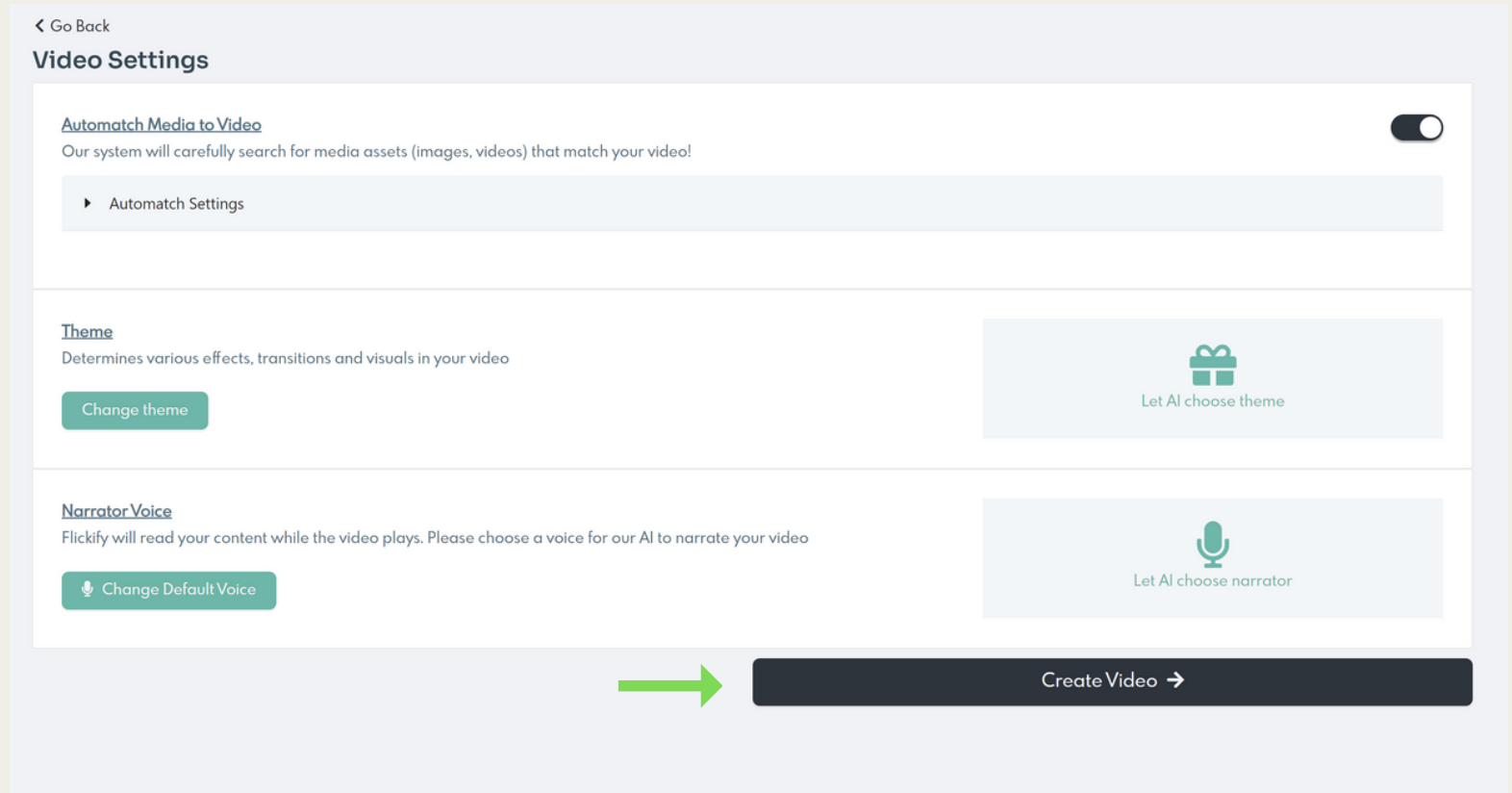
Today, the combustion engine's story is one of continuous evolution in service innovation. It reflects our journey towards a more thoughtful and sustainable approach to progress.

Next →

STEP 2: GENERATING



4. Utilize Flickify's AI suggestions for media, themes, and narration.



5. After accepting the AI Automatch, the video is ready to be generated. Click ‘Create Video’ to bring your script to life.



These elements can be customized later to better fit your video’s style and message.

STEP 3: EDITING

←

The Legacy of the Combustion Engine - Adapting

Help Guide

Next

Video Length: 45s

⚠

⚙

📺

🎧

🎤


☰

Video Settings

⬅

✂ Automatch

Find & assign media for video by analyzing narration



Change Default Avatar

Remove Avatar from Slide

Narrator Voice

EN

Josh en-US

Change Default Voice

Soundtrack

⏮ ⏪ ⏩ ⏭


0:00 / 1:39

Life Is A Dream

+

Scene 1 - Slide 1 | 12s | voice: Josh

Merge w/ Previous Merge w/ Next



Tagline: Enter a tagline or caption for this slide...

+

Scene 1 - Slide 2 | No audio | voice: Josh

Merge w/ Previous Merge w/ Next

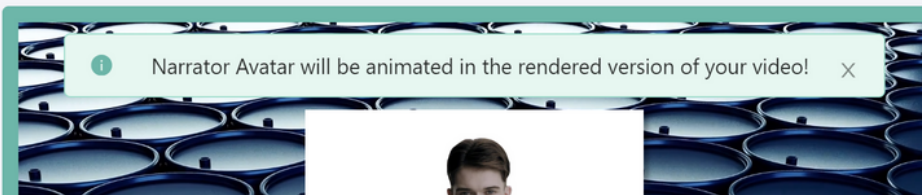
🔧

🗣

👤

Narrator Avatar will be animated in the rendered version of your video!

×



▶

⬆

⬇

➡ Narration

All

+

voice: Josh

The combustion engine, once a symbol of progress, ignited a revolution in service and mobility.

voice: Josh

Its roar marked the beginning of an era where distances shrank and opportunities expanded.

voice: Josh

In response, a new wave of service innovation emerged.

Engineers and visionaries reimagined the engine, striving for a balance between efficiency and environmental stewardship.

voice: Josh

The pursuit of cleaner, more sustainable engines led to remarkable advancements.

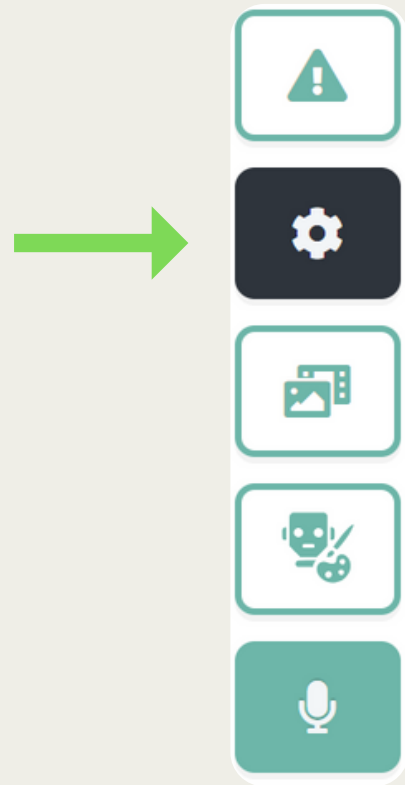
Fuel efficiency soared, emissions dropped, and the engines began to harmonize with our environmental commitments.twitter make this

This is the editing interface. Here you can review and adjust individual slides, choose narration options, and set timings

STEP 3: EDITING



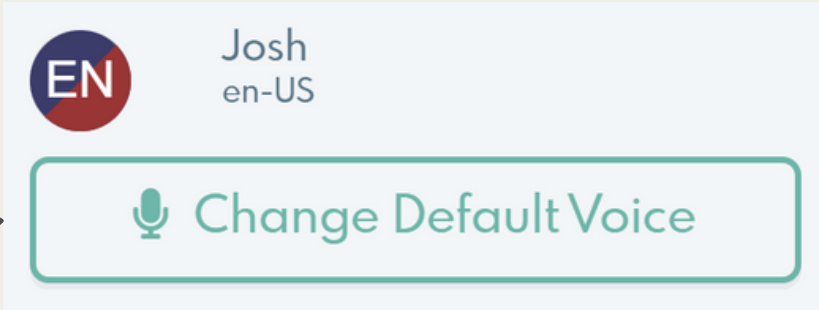
- Flickify offers a variety of ways to edit the audio and visual components of your video to customize it to your liking.
- It's not necessary to adjust any of these settings in order to generate the video but we recommend exploring different options to achieve the best result.



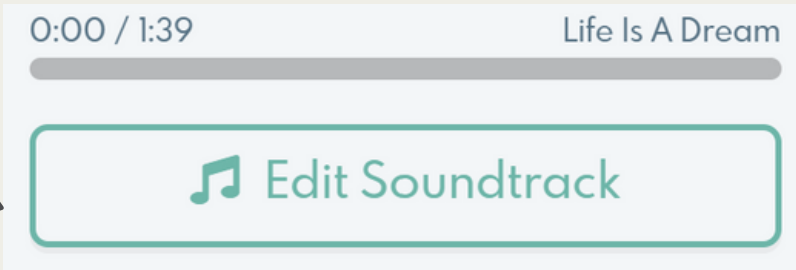
Select the settings menu



Decide if you want to use a digital avatar for narration



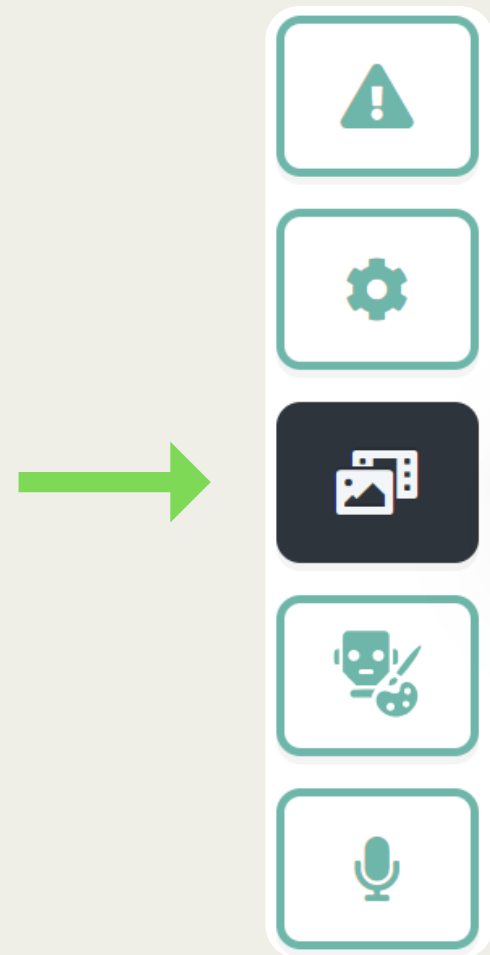
Choose a narrator voice that resonates with your audience



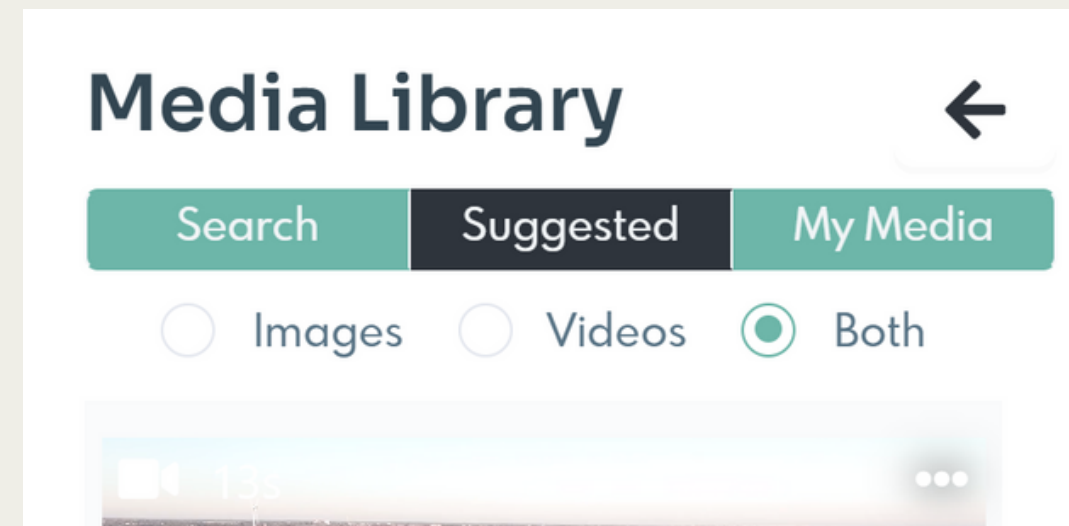
Browse soundtracks to enhance the emotional impact of your video

STEP 3: EDITING

- Selecting the right media is crucial for an engaging video and while AI Automatch provides suggestions, manual curation is key to ensuring the media accurately reflects the script content.



Select the media library



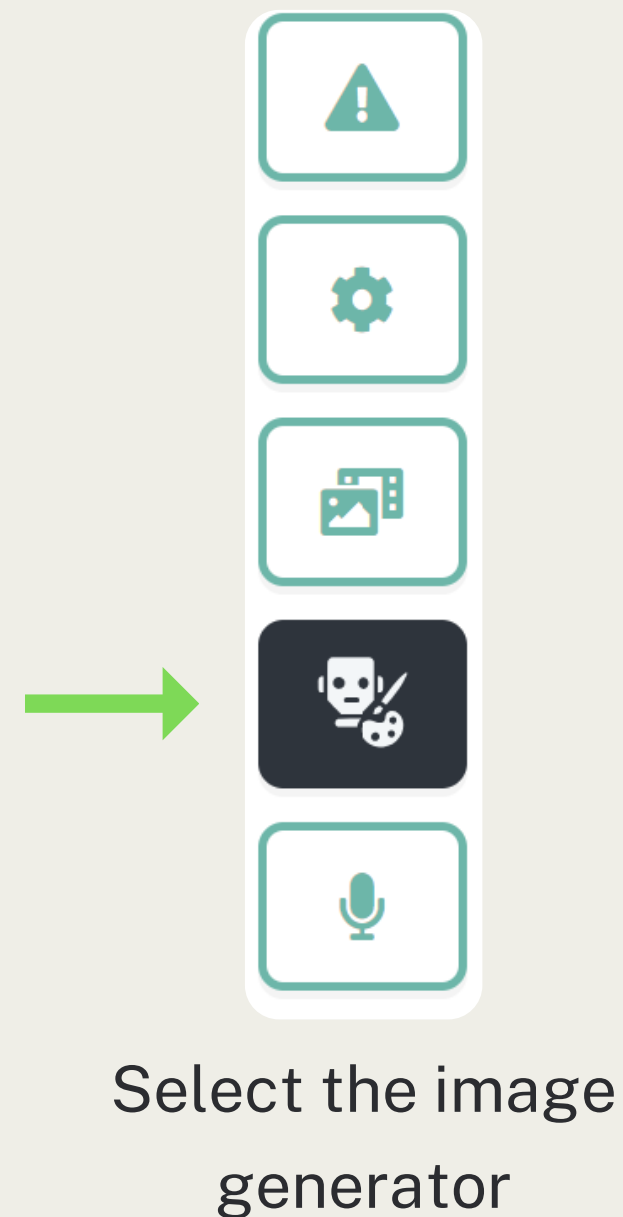
For each slide, you can either utilize AI-suggested media or search for specific images and videos to best illustrate your content.



- We recommend integrating the use of avatars with photos and videos.
- This approach enhances engagement by providing a dynamic and visually diverse viewing experience.

STEP 3: EDITING

→ Generate unique images by entering descriptive prompts into the AI image generator, tailored for each slide.



AI Image Generator

Image Prompt

Suggest Prompt

Depict a laboratory where diverse engineers and visionaries collaborate on an engine design. Feature a Caucasian woman and a Black man working on a holographic engine model, and a South Asian man and a Hispanic woman

Image Style

Preview Style

Cinematic

Generate



- Use ChatGPT to craft clear, specific image prompts: paste a script excerpt and request a corresponding image prompt for each slide.
- With ChatGPT-4, you can even generate the image directly and upload it to Flickify for seamless integration.

STEP 3: EDITING

→ These blocks are a dynamic tool in the Flickify video editor, enhancing the auditory experience. They correspond to individual slides, acting as a script for narrators.

Select narration

Insert pauses between narration segments by clicking the dotted icon between arrows of a text block. During pauses, the current slide stays on the screen. For pauses with a new slide, split and merge the text block with the next group.

Adjust the narration order by using the up and down arrow icons next to each text block. This alters the narrator's reading sequence for each slide

voice: Josh

^

⋮

It reshaped our world, enabling rapid industrial growth and

v

⌚ 1s 3s 5s 7s

ities.

⋮

Its impact was profound, facilitating

⋮

services and experiences that were

once beyond reach.

^

⋮

Yet, with this monumental service

came unanticipated challenges.

^

⋮

The environmental cost of progress

loomed large, calling for a

reevaluation of the engine's role in

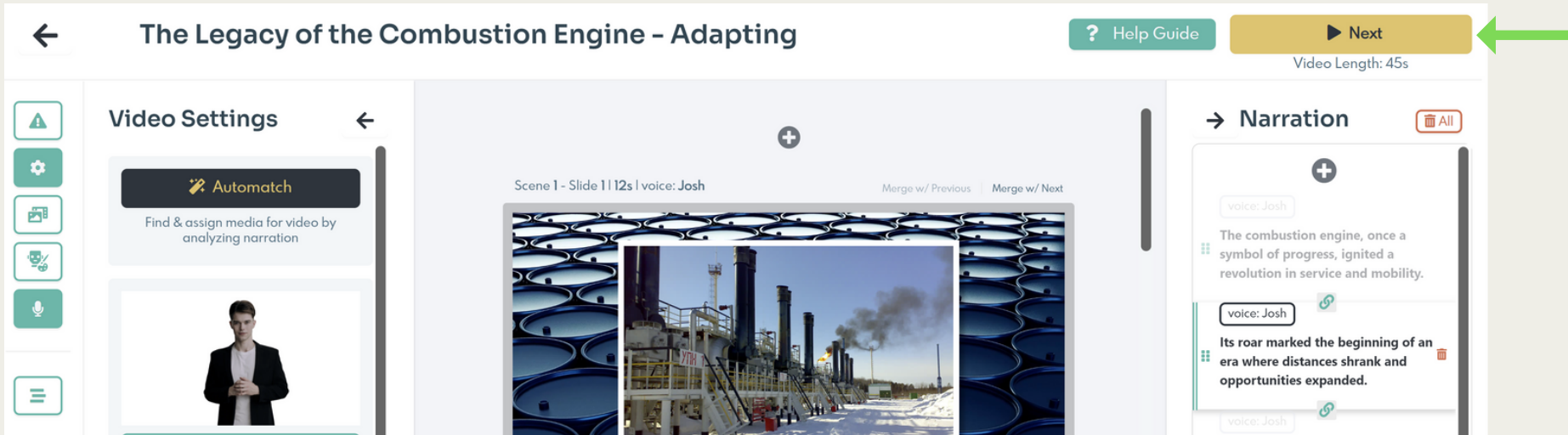
our lives.

voice: Josh

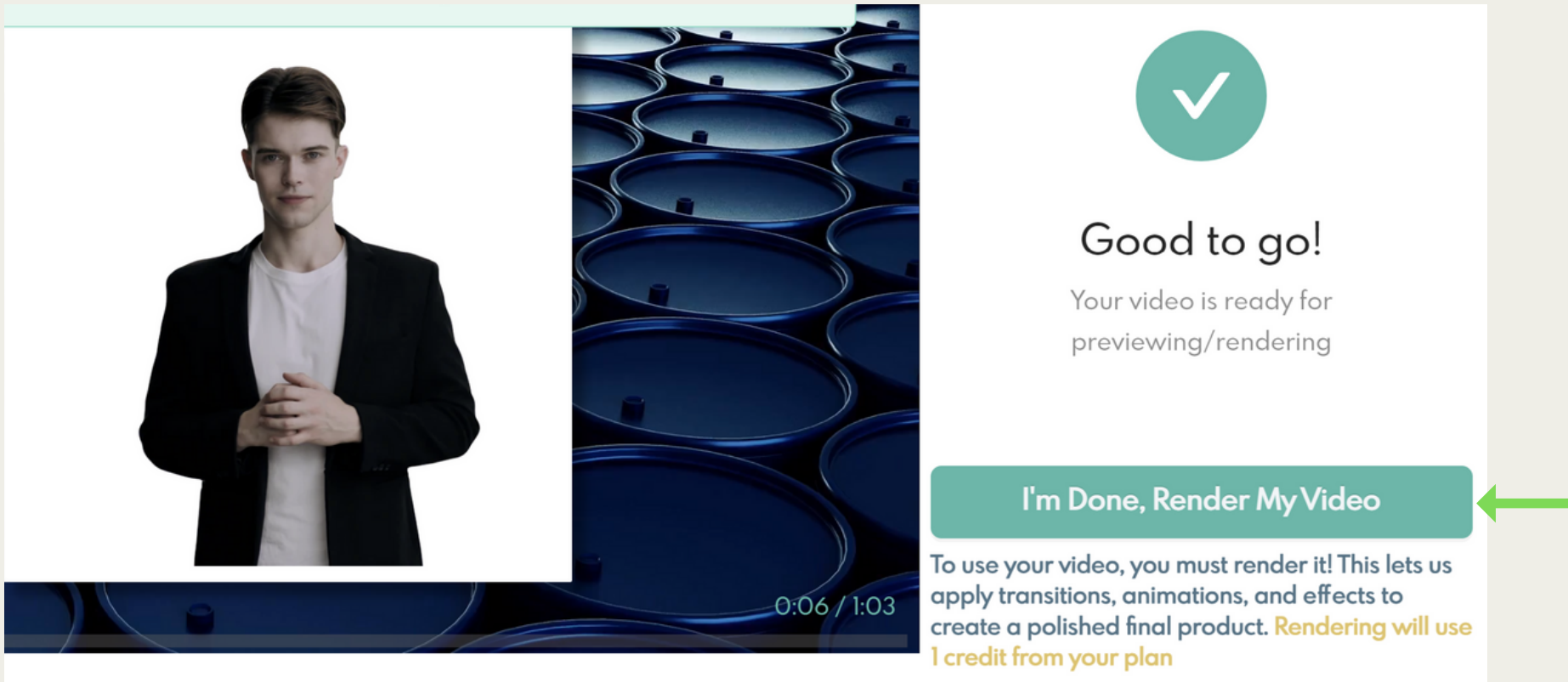
Click the link icon on a text block to group with adjacent blocks. This synchronizes narration with a specific slide, maintaining slide visibility during the entire narration sequence

Use the scissors icon to detach text blocks from groups. Ungrouped blocks can be merged with others or given their own slide, which displays during their narration, maintaining audio-visual harmony in the video

STEP 4: UPLOADING



6. Click 'Next' once final edits have been applied



7. Click "I'm Done, Render My Video" to begin the render. The video is now ready to be uploaded to YouTube or your platform of choice

Note the increased video length due to added transitions, animations, and effects.



Rendering consumes one credit and typically completes within 5-10 minutes for shorter videos; you'll be notified by email once ready, allowing you to close the window in the meantime.

STEP 5: CITING

- Congratulations on generating your video!
- Acknowledge the tools appropriately
 - As always, note the tool(s), prompt(s), and date(s) the content was generated.
 - Clearly state the contribution of each tool, as in the example below, to avoid any misinterpretation about their usage. Include the citations in the description of your video when uploading to a video hosting platform.
 - Ex. This video was scripted using OpenAI's ChatGPT-4 and the video was generated using Flickify.



If there are any significant modifications or contributions you made beyond the use of these tools, mention them to give a complete picture of the creative process. Ensure that any content (like images, music, or footage) used in the video is either original, licensed, or falls under fair use.

Image Creation

ADDING GRAPHICS TO ACCOMPANY
YOUR ARTICLE

IMAGE CREATION

1

Initializing

Signup or login to an image generator

2

Prompting

Create an AI generated prompt or compose your own

3

Generating

Begin generating and saving images

4

Citing

Practice ethical AI use with proper citations



IMAGE CREATION

- Images will be the third and final type of content you will include on your webpage.
- Images will accompany the article you created in the first section.
- Estimated time to generate: 10-15 minutes

Let's get started with your own image creation!



Example of images related to combustion engines generated by AI

STEP 1: INITIALIZING

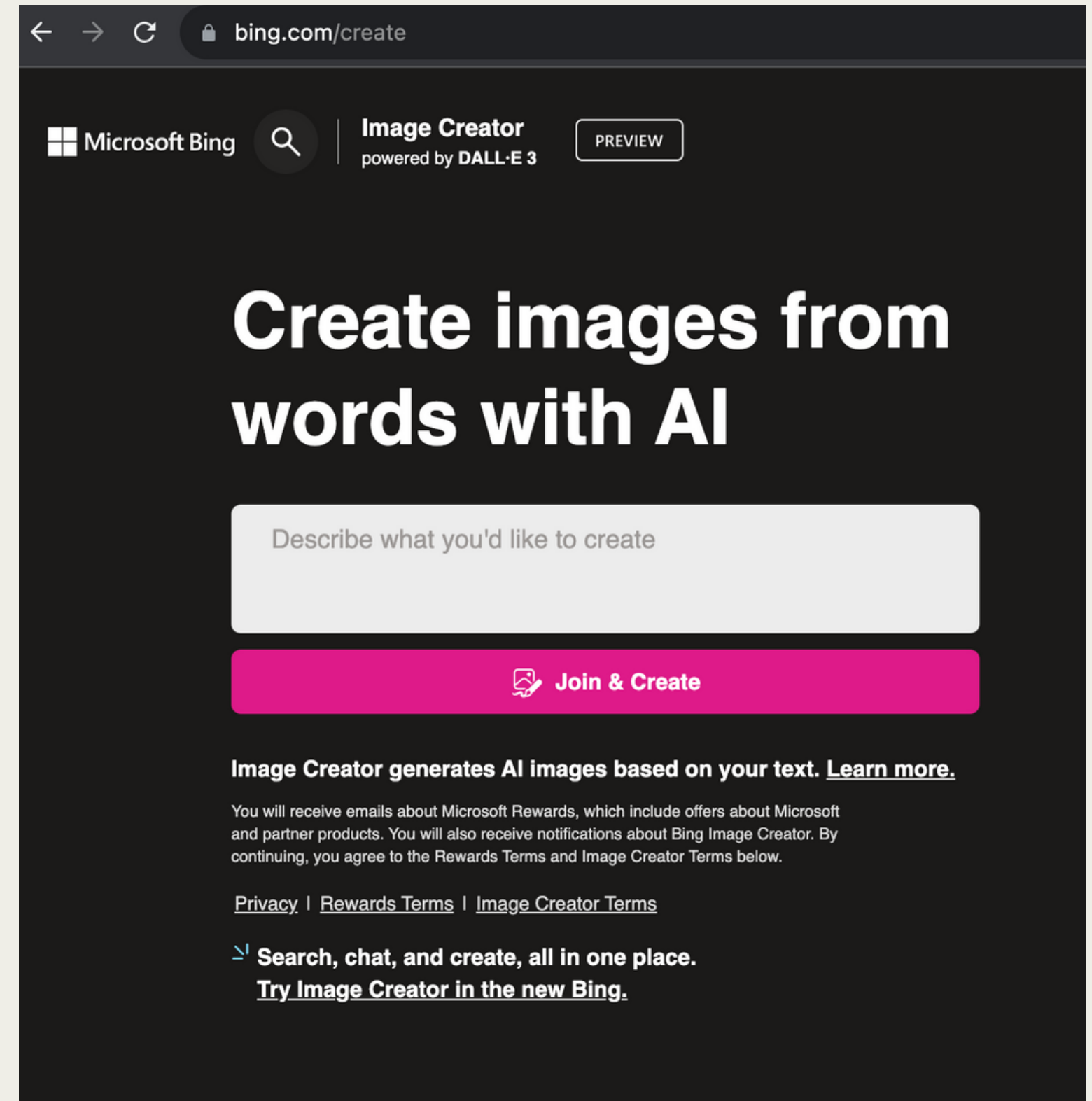
→ To Generate image content for our webpage, we will be using Microsoft Bing. Bing uses Dall-E 3 by OpenAI to generate images.

1. Go to www.bing.com/create

Creating an account is free. Otherwise, sign in if you already have an account.

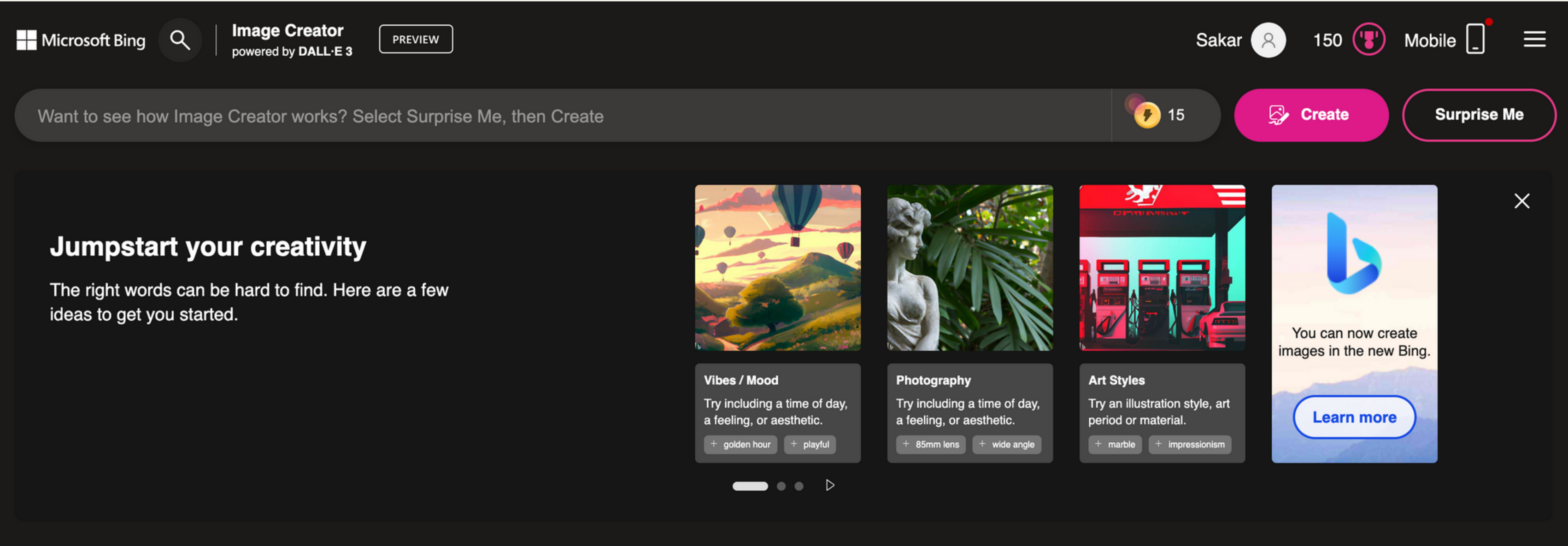


A variety of GenAI tools exist for image creation. Our top 3 were Bing (Dall-E 3), Adobe Firefly, and Canva Magic Media.



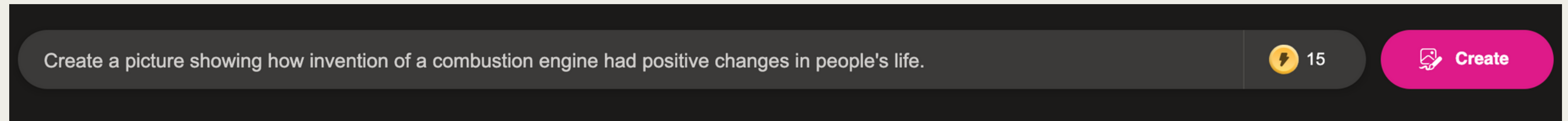
STEP 1: INITIALIZING

→ Once you are signed in, you will see the following page.



STEP 2: PROMPTING

2. In the text box, enter a prompt describing the image you want to generate. Then, click create.



According to Zapier, including the following in AI art prompt will result in high quality results:

- Image content, subject, description of what is happening
 - Ex: A cat in the grass, playfully chasing a dog
- Art form, style, and artist references
 - Ex: Oil painting, impressionist painting, digital art
- Additional settings such as lighting, colors, and framing
 - Ex: Golden hour, foreground, blue and green colors

STEP 2: PROMPTING

→ You can also use ChatGPT to develop a prompt which you can plug into Bing



I am writing an article explaining the combustion engine as a significant service innovation. I want to use some AI-generated pictures in my articles. Give me two prompts that I can provide the AI to generate pictures. For the first picture, I want positive impacts of the innovation of the combustion engine and for the second I want negative impacts.



Certainly, here are two prompts for the AI to generate pictures for your article:



1. Prompt for a picture depicting the positive impacts of the innovation of the combustion engine:
"Generate an image depicting a bustling urban landscape with efficient transportation systems, showcasing the positive impact of the combustion engine on the growth of cities and the development of modern transportation infrastructure."
2. Prompt for a picture illustrating the negative impacts of the innovation of the combustion engine:
"Create an illustration highlighting environmental pollution caused by combustion engines, such as smog-filled skies, to emphasize the negative impact on air quality and the environment, leading to concerns about global warming and climate change."



more



Of course, here are two additional prompts for generating themed pictures:

1. Prompt for a picture illustrating the positive impact of combustion engines on modern agriculture:
"Generate an image showcasing the role of combustion engines in revolutionizing agriculture, depicting efficient farming equipment powered by these engines, emphasizing increased productivity and food production to meet the demands of a growing population."
2. Prompt for a picture highlighting the negative impact of combustion engines on natural landscapes:
"Create an illustration emphasizing the environmental degradation caused by the expansion of roads and infrastructure due to combustion engines, showcasing deforestation, habitat destruction, and loss of biodiversity as a consequence of increased human activity and urbanization."

“I want to use some AI-generated pictures...Give me two prompts that I can provide the AI to generate pictures. For the first picture I want positive impacts of the innovation of the combustion engine and for the second I want negative impacts.”

STEP 3: GENERATING

→ Bing usually generates 1-4 images per prompt.


3. Select and download the image(s) that you would like to use.



If you're not satisfied with the images that are generated, you can try providing more specific prompts. Consider using the framework previously outlined in this section.



STEP 4: CITING

- You've generated the last pieces of content necessary for your webpage!
 - Remember, to practice ethical AI use, note the tool(s), prompt(s), and date the content was generated.
 - If you used multiple tools, such as ChatGPT to generate a prompt for your images, be sure to make a note of it.
-  At this point, you've generated all your content so it's a good idea to ensure you've documented the prompt and tools you used to create the content along with the date when you generated the content.

HTML Webpage Creation

USING CHATGPT TO DEVELOP
AN HTML WEBPAGE

WEBPAGE CREATION

→ The goal of this section is to guide you through the process of creating an HTML webpage that will showcase the 3 different forms of content you generated.


→ This is laid out so you can start with the prompts we’ve provided and iterate as needed.

→ Estimate time to generate: 20-30 minutes

Let’s get started with your own HTML webpage creation!


Combustion Engines – A Service Innovation

In the history of service innovation, the combustion engine emerges as a transformative force, propelling a global mobility revolution and igniting scientific exploration. Yet, within its triumphs lie shadows—environmental degradation, health impacts, and a geopolitical dance tethered to oil dependency.




The Dual Impact of Combustion Engines A Tale of Progress and Consequences

Watch on 



Combustion engines fueling agricultural advances



Pollution is a major downside of combustion engines

Opportunities

Mobility Revolution: From early automobiles to modern highways, combustion engines connect communities, fostering a sense of global unity.

Technological Innovation: Meeting efficiency challenges, combustion engines birth advancements beyond autos, shaping diverse fields.

Scientific Exploration: Powering Earthly travels and cosmic odysseys, combustion engines expand the horizons of human knowledge.

Challenges

Environmental Degradation: Fossil fuel combustion tarnishes air and water, imperiling ecosystems and human health.

Health Impacts: Air pollution's toll on public health shadows the convenience of internal combustion.

Dependency on Oil: Global reliance on finite resources weaves a web of geopolitical complexities and economic instability.

Citations

Video
Prompt: Create a 1.5-minute dynamic video illustrating the dual impact of combustion engines. Start with early engines and bustling global traffic for 15 seconds. Follow with 20 seconds of technological innovations and rockets symbolizing exploration. Then, switch to 25 seconds showing the negative aspects: pollution, health effects, and oil dependency with impactful visuals. Conclude with 20 seconds of contrasting imagery of challenges and potential clean energy solutions, ending with the thought-provoking question "What's Next?" Use quick transitions and a soundtrack that builds from uplifting to serious and ends on a hopeful note.
Tool: Chat Gpt 4 and Flickify
Date: November 3, 2023

Image 1 – Combustion Engines Fueling Agricultural Advances
Prompt: Generate an image showcasing the role of combustion engines in revolutionizing agriculture, depicting efficient farming equipment powered by these engines, emphasizing increased productivity and food production to meet the demands of a growing population.
Tool: Microsoft Bing, powered by DALL·E 3
Date: November 2, 2023

Image 2 – Pollution is a major downside of combustion engines
Prompt: Generate an image depicting a cityscape engulfed in thick smog emanating from the exhaust of combustion engines, highlighting the direct correlation between vehicular emissions and the deterioration of urban air quality, resulting in respiratory health issues and environmental concerns.
Source: Microsoft Bing, powered by DALL·E 3
Date: November 2, 2023

Article
Prompt: Link to PDF containing ChatGPT prompts and responses
Tool: ChatGPT
Date: November 2, 2023

Related Links

- [Future of the Combustion Engine](#)
- [Innovation and Advancements in Internal Combustion Engine Technologies](#)
- [Innovative Engines: Thinking Outside the Box](#)

Example of completed webpage on combustion engines

WEBPAGE CREATION

1. Start a new chat with ChatGPT. Copy and paste the following prompt:

I would like you to create a webpage and provide me with the working HTML and CSS as needed. It should have a bootstrap responsive design that also works on mobile. Make sure to import all the necessary scripts. Please adjust the CSS to match <https://issip.org/>. Please add the following contents going vertically downward: 1. Placeholder for a short article that's about 100 words long 2. Placeholder for an embedded YouTube video 3. Placeholders for 2 equally sized images next to each other. The images should have captions. 4. Placeholder for a short article that's about 200 words long 5. Placeholder for an area on the page where I can include citations for each of the 4 pieces of content that will be on the page. 6. Placeholder for an area at the bottom to include links from the internet related to the content of this page. You are also a highly experienced UI/UX designer so please employ those skills when deciding the layout of the webpage.

Legend



Role & Goal



Step by Step
Instructions



Constraints



Personalization



Appeal to
Emotion



This prompt helps create a simple layout which we decided on because it can be easily replicated. Before we started, we created a wireframe to visualize the layout of the webpage.

WEBPAGE CREATION

2. Click 'Copy code' on the top right of the HTML code box.



- If you've never worked with HTML or even if you've never worked with code before, don't stress!
- ChatGPT is powerful enough to create the entire HTML webpage for you - keep going and you'll see!



ChatGPT

Certainly! Below is a simple HTML and CSS code for a responsive webpage with Bootstrap that follows a layout similar to <https://issip.org/>. The page includes the specified content in a vertically downward flow, and I've added some basic styling to match the design of the provided website. Please note that the content is just a placeholder, and you should replace it with your actual content.

```
html
Copy code

<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=r
  <title>Your Page Title</title>
  <!-- Bootstrap CSS -->
  <link rel="stylesheet" href="https://stackpath.bootstrapcdn.com/bootstrap/4.5.2/css
  <!-- Custom CSS -->
  <style>
    body {
      font-family: 'Helvetica', sans-serif;
      background-color: #f8f9fa;
      color: #343a40;
      margin-top: 56px; /* Adjusted to match the navigation bar height */
```

ChatGPT's response to the prompt from the previous slide

WEBPAGE CREATION

3. Open up a new text editor file and paste the code you copied.

4. Save your file with a .txt extension.

- Ex: demo_page.txt



We'll be using TextEdit which is the native text editor on Mac but feel free to use your preferred text editor.

```
demo page.txt
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
  <title>Your Page Title</title>
  <!-- Bootstrap CSS -->
  <link rel="stylesheet" href="https://stackpath.bootstrapcdn.com/bootstrap/4.5.2/css/bootstrap.min.css">
  <!-- Custom CSS -->
  <style>
    body {
      font-family: 'Helvetica', sans-serif;
      background-color: #f8f9fa;
      color: #343a40;
      margin-top: 56px; /* Adjusted to match the navigation bar height */
    }

    /* Custom styling to match the provided website */
    h1, h2, h3, h4, h5, h6 {
      color: #0069d9;
    }

    /* Add your own custom styles here */

    /* Responsive margin for top and bottom spacing */
    .my-4 {
      margin-top: 1.5rem;
      margin-bottom: 1.5rem;
    }

    /* Equal height columns */
    .equal-height {
      display: flex;
      flex-wrap: wrap;
    }
  </style>
</head>
<body>
  <div class="container">
    <div class="row">
      <div class="col-md-6">
        <h1>Hello, world!</h1>
      </div>
      <div class="col-md-6">
        <h2>This is a demo page.</h2>
      </div>
    </div>
  </div>
</body>
</html>
```

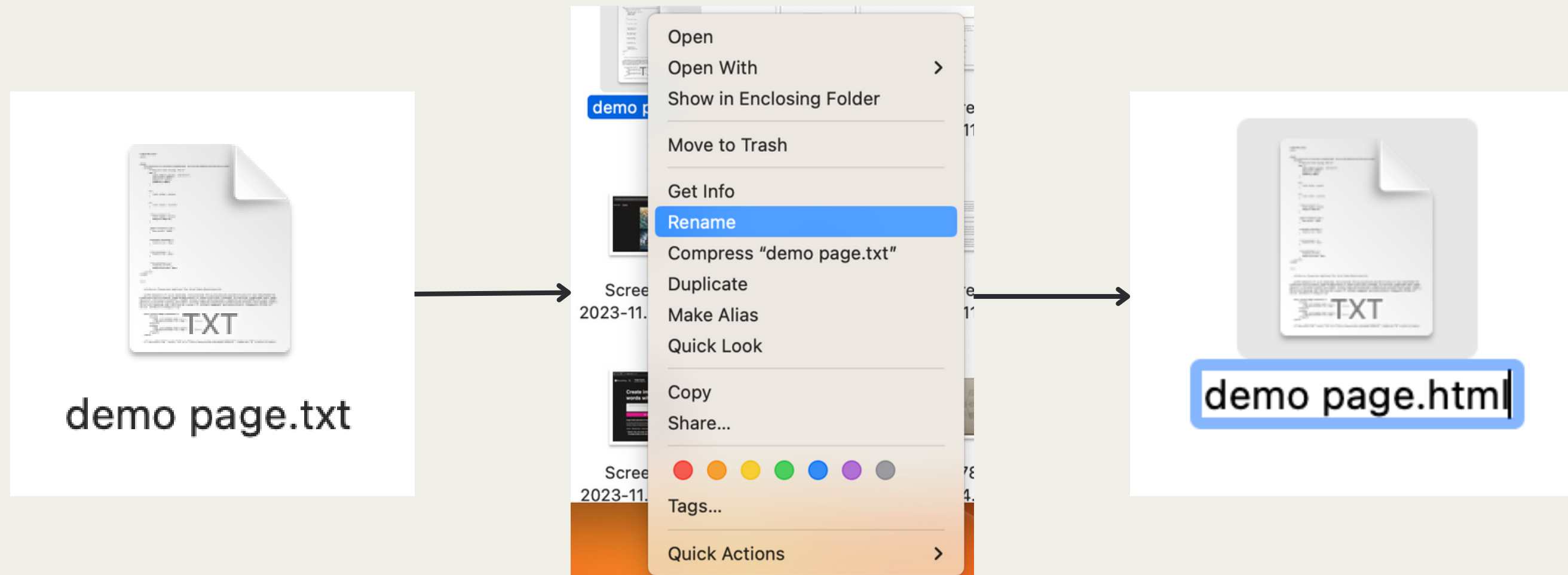
WEBPAGE CREATION

5. Rename the file - this time save it with a .html extension

- Ex: demo_page.html

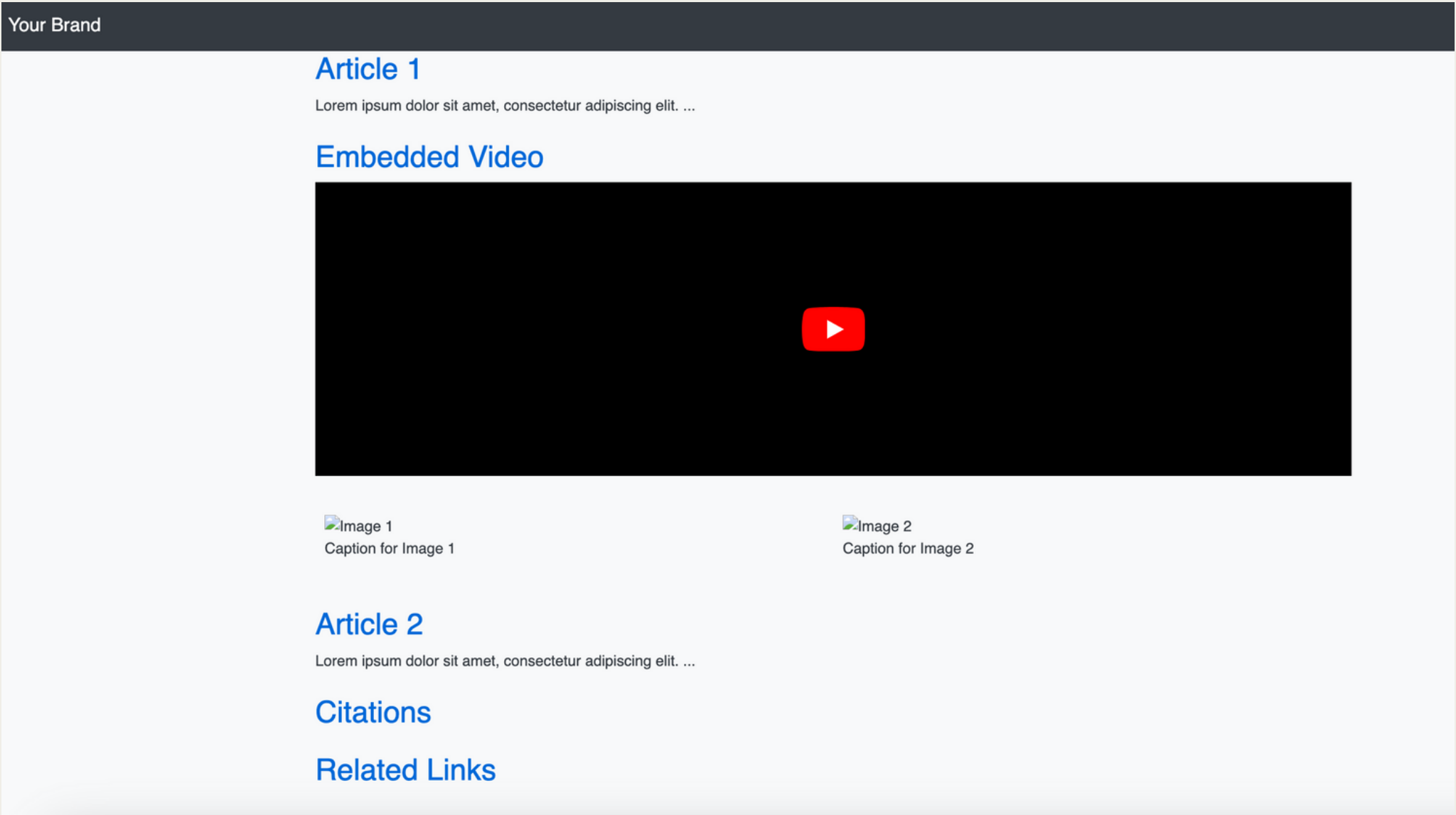


With a simple text editor, the .txt file allows us to edit the file while the .html file allows us to view the file in a web browser.



WEBPAGE CREATION

6. Open this file - it will open in your default web browser.



- Consider experimenting with a more robust text editor like Microsoft Visual Studio code.
- It will allow you to edit and preview your site in the same environment without having to constantly rename the file and reopen the browser window.

WEBPAGE CREATION

→ Now, we will compile all the content you generated and provide it to ChatGPT in a manner that allows it to provide us with the code for our webpage - including all the content you created.

7. Have your article easily accessible.



Having a single document with all your links, citations, etc. will be really helpful while creating your webpage.

8. Find and note the embed link for your video.

9. Select the two images you'd like to include on your webpage. Upload them to the ISSIP Wordpress.

- Media → Library → Upload

WEBPAGE CREATION

10. Return to the same chat on ChatGPT where you produced the framework for your webpage. Use the following prompt to have ChatGPT add your content to the page:

Now use the following for the contents of the webpage:

Article 1 - << insert article introduction with title >>

Video - << insert embed link >>

Image 1 - << insert image 1 url >>

Image 1 Caption - << insert image 1 caption >>

Image 2 - << insert image 2 url >>

Image 2 Caption - << insert image 2 caption >>

Article 2 - << insert pros and cons sections >>

Legend



Step by Step
Instructions



Personalization

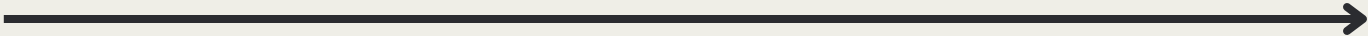


The << insert >> sections are your cue to substitute the content you created.



You can press SHIFT + ENTER to go to the next line in ChatGPT. This helps makes your conversation easier to read and helps prevent unwanted responses

Prompt continued on next page



WEBPAGE CREATION

Citations -

Video

Prompt: << insert prompt >>

Tool: << insert tool >>

Date: << insert date >>

Image 1 - << insert image 1 caption >>

Prompt: << insert prompt >>

Tool: << insert tool >>

Date: << insert date >>

Image 2 - << insert image 2 caption >>

Prompt: << insert prompt >>

Tool: << insert tool >>

Date: << insert date >>

Article

Prompt: << link to PDF containing ChatGPT conversation >>

Tool: << insert tool >>

Date: << insert date >>

Legend



Step by Step
Instructions



Personalization



This is a continuation of the prompt from the previous page. Make sure to include it as part of a singular request you are making to ChatGPT.



Don't press enter yet - we have one more step before requesting the code for your webpage that will include all your content.

WEBPAGE CREATION

- Search Engine Optimization (SEO)
- Providing credible links related to your service innovation will enhance the visibility and ranking of your web page in search engine results.

11. Search your preferred search engine for “*service innovation << insert your selected service innovation >>*”.

- Remember to only select links from reputable sources.

12. Copy 2-4 links you’d like to include on your webpage for the “related links” section.

13. Use the following prompt to add the links to your HTML code:

Also, please add the following links under related links:

<< insert link 1 >>

<< insert link 2 >>

Legend



Step by Step
Instructions



Personalization



If you’d like to learn more about SEO, just ask ChatGPT to tell you about how you can improve your SEO score.

WEBPAGE CREATION

14. Press enter and copy the code from ChatGPT's response. Paste the code into a new .txt file using your text editor.

- Rename the file with a .html extension and open the page to preview it

15. Continue the conversation with ChatGPT to refine your page to achieve your desired result



Tell ChatGPT exactly what you want. Some of the prompts that were used to refine the sample HTML page you saw at the beginning of this section are:

- “Can you please write the complete content of the text that I provided for both articles and citations in the code?”
- “Can you please increase the font size of the articles, change the font color of the headings from blue to black, and add a horizontal line going across the page before the citation?”
- “Can you please remove the navigation bar?”
- “The citation contents still do not have the complete text that I provided. Can you please add the complete text in the code?”

WEBPAGE CREATION

→ Congratulations! You've learned how to create an HTML webpage using GenerativeAI tools!



You may have noticed that your webpage will only be accessible from your own computer. Fear not, your hard work will not be wasted:

- Your HTML code can be used directly by ISSIP webmasters and administrators to incorporate your creation on the ISSIP website!

THANK YOU

ISSIP and Team InnoVision thank you for taking the time to work through this playbook!

We'd love to see your creations - email them to us at: innovisionconsulting1@gmail.com.

If you'd be open to it, we'd appreciate your feedback!

Here's a link to a short Google Forms survey that should take less than 5 minutes to complete:

<https://forms.gle/WTUx6QHioWSXCoVRA>

Wishing you the best of luck with your GenAI adventures!

- ISSIP & Team InnoVision