Generative AI Essentials on AWS

Duration: 1 day
Audience: Professionnel TI|Analyste de données

Who is this training for?

This course is intended for individuals with little prior knowledge of generative AI:

- Business and sales analysts
- IT support
- Marketing professionals
- Product/project managers
- Business line or IT managers
- Sales professionals

Training objectives

- Summarize the concepts, methods, and strategies of generative AI
- Discuss the appropriate use of generative AI and machine learning and their technologies
- Describe how to use generative AI responsibly and securely
- Recognize the types of generative AI solutions with specific use cases
- Explain the implementation and planning of generative AI projects in your organization

Summary

In this course, you will learn the fundamental concepts, methods, and strategies for using generative AI. You will gain a solid understanding of use cases where generative AI can provide solutions and meet business needs. In addition, you will learn practical information about technologies related to generative AI and how to use them to solve real-world problems. By the end of the course, you will explore project planning and how to discuss the implementation of generative AI in your organization.

Course outline

Module 1: Introduction to Generative AI

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Generative AI Explained

- Basic Models
- AWS Generative AI Services
- Demo: Generative AI Solution

Module 2: Exploring Generative AI Use Cases

- Identifying Appropriate Use Cases
- Generative AI Applications and Use Cases
- Exploring Generative AI Use Case Scenarios
- Use Cases for the Class

Module 3: Prompt Engineering Essentials

- Introduction to Prompt Engineering
- Prompt Design Best Practices
- Advanced Prompt Strategies
- Model Settings and Settings
- Hands-on Lab: Optimizing Slogan Generation with Amazon Bedrock

Module 4: Responsible AI Principles and Considerations

- Introduction to Responsible AI
- Key Dimensions of Responsible AI
- Generative AI Considerations
- Hands-on Lab: Implementing Responsible AI Principles with Amazon Bedrock Guardrails

Module 5: Security, Governance, and Compliance

- Security Overview
- Adversarial Prompts
- Generative AI Security Services
- Governance

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- Compliance

Module 6: Implementing Generative AI Projects

- Introduction: Applying Generative AI
- Defining a Use Case
- Selecting a Base Model
- Improving Performance
- Evaluating Results
- Deploying the Application
- Demo: Amazon Q Busines

Module 7: Integrating Generative AI into the Development Lifecycle

- Introduction
- Hands-on Workshop: Graduation Project - Creating a Project Plan with Generative AI

Module 8: Course Conclusion

- Next Steps and Additional Resources
- Course Summary

Approach and methodology

- Simple presentation of generative AI concepts and how it work
- Progressive learning from concrete examples of business uses Context with AWS services (e.g. Amazon Bedrock)
- Demonstrations to illustrate technologies and solutions Practical workshops (e.g. prompt engineering)
- Exploration of real use cases applicable in companies
- Awareness of responsible AI principles, Security and governance
- Objective: to understand, identify and plan the use of generative AI

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Recommendations

- Interest in artificial intelligence and its uses in business
- General understanding of digital tools and the cloud
- Curiosity for business use cases and new technologie
- Have needs or ideas for use cases (asset)

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