

Prompt frameworks, side by side

Six ways of saying the same thing in a different order. Using any one of them changes the answer much more than choosing between them.

■ THE FOUR BOXES WE USED (no official name, on purpose)

■ context.txt	■ role.txt	■ objective.txt	■ limits.txt
Context Who you are, the situation, what has already been said, and what a good result looks like for you. At least five lines. This box does most of the work.	Role Who it answers as. Sets the register and the vocabulary, not the competence.	Objective What you want out, in what format, how long, and who will read it.	Limits What you refuse, and what replaces it. A ban on its own says what to avoid without saying what takes its place.

■ THE FIVE YOU WILL RUN INTO

■ frameworks.csv			
FRAMEWORK	BOXES	GOOD FOR	WHAT IT COSTS YOU
COSTAR 6 BOXES	Context · Objective · Style · Tone · Audience · Response format	Output that has to land in a specific voice for a specific reader.	The longest to fill. On a short task you will abandon it halfway.
CRAFT 5 BOXES	Context · Role · Action · Format · Tone	Marketing and communication tasks, where tone carries the result.	At least three versions circulate. Check which one an article means before you follow it.
RISEN 5 BOXES	Role · Instructions · Steps · End goal · Narrowing	Anything procedural, where the order of operations matters.	The only one that asks you for the steps, so you have to know them already.
RTF 3 BOXES	Role · Task · Format	A quick answer with a clean shape, when nothing depends on your situation.	Drops context on purpose. That is also what makes it generic.
TAG 3 BOXES	Task · Action · Goal	The one you will still remember in six months.	Focuses on intent and outcome, and tells the model nothing about you.

Of the five, only RISEN comes close to a **Limits** box, and it narrows the subject rather than the answer. Writing down what you refuse, and what replaces it, takes one line.

■ WHICH ONE TO USE

- **A short task, nothing at stake.** RTF or TAG. Thirty seconds of framing is the right amount.
- **Something a particular person will read.** COSTAR, or the four boxes above. The reader belongs in the prompt.
- **A process someone else will follow.** RISEN, because it forces you to write the steps down.
- **You do not know yet.** Start with context and objective. Those two carry most of the difference.

One thing to do tonight

Take something you actually have to write this week. Give it five lines of context, then ask it to question you before it answers. The prompts are all on lilian-barty.fr/masterprompt.

20
MINUTES



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STAY IN TOUCH

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Filling in CRAFT

for a real case

Each box gets one line. These are the 3 cases from the workshop.

THE 3 CASES

■ linkedin-post.txt

A LinkedIn post to recruit testers

C · CONTEXT

Our team of 4 built a prototype at the Makers Lab: a lamp that dims after an hour of phone use. We need 20 students to test it next week.

R · ROLE

You are the community manager of a student start-up.

A · ACTION

Write a LinkedIn post that recruits our 20 testers.

F · FORMAT

Keep it under 120 words, open with a line that makes people stop scrolling, and end with one link.

T · TONE

Sound curious and plain, with no wall of hashtags.

■ sponsor-email.txt

An email to get a sponsor

C · CONTEXT

Our student association runs a networking evening for 80 people on 20 November. We have no budget for drinks.

R · ROLE

You are the partnerships manager of a student association.

A · ACTION

Write an email asking the café across from campus to sponsor the drinks.

F · FORMAT

Write 6 lines at most, with a subject line and one clear ask with a date.

T · TONE

Sound friendly and businesslike, as if you were a regular customer.

■ manager-email.txt

An email to your work-study manager

C · CONTEXT

I am a marketing apprentice in a 40-person cosmetics company. We post on Instagram 3 times a week and nobody checks what works.

R · ROLE

You are a marketing manager who has coached many apprentices.

A · ACTION

Write the email in which I offer my manager a one-page monthly report on our posts.

F · FORMAT

Keep it under 150 words, with a subject line.

T · TONE

Sound confident without overselling, like a junior who has done the homework.

Our 4 boxes hold the same content: Action and Format go into Objective, and Tone goes into Role, which sets the register. CRAFT has nowhere to say what you refuse, so we add a Limits box.

3 HABITS FOR USING AI ETHICALLY AS A STUDENT

emlyon has an AI charter, and each professor sets the rules for their course. Those come first.

■ think-first.txt

Think first

Write your own first take, then ask the model to challenge it. If it does the thinking, you do not learn anything.

■ say-how.txt

Say how you used it

Note which tool you used, for what, and with which prompt. Some courses already ask for it in group projects.

■ data-out.txt

Keep data out

Do not paste personal data, documents from your company or a classmate's work into a tool you do not control.

If you are on a work-study contract, your company's IT policy decides which tools you may use there.