Here is an example of differentiating learning outcomes and assessments from one of my own courses: ENG 462/562 Document Design.

Addresses theories of design and teaches students design strategies in typography, graphics, tables, color, and information architecture that will subsequently be applied to documents.

Course-Level Learning Objectives	Cognitive Function	Assessment Techniques
1. All students will explain and apply theories of design to print and online documents.	Understanding Applying Analyzing	- Large group discussions about visual communication and design theories. - Small group discussions and think-pair-share activities that require students to explain elements of theory and identify them in sample documents. - Reading quizzes
2. All students will critique the design of existing documents using best practices of use of typography, graphics, tables, color, and information architecture.	Applying Analyzing	- Large and small group discussions about best practices of document design. - Analysis of sample documents using best practices as a evaluation criteria. - Peer reviews of works in progress - Instructor observations and feedback during document design workshops
3. All students will create print and online documents that are appropriate for their audience, purpose, and situation.	Applying Analyzing Creating	- Planning grid for all assignments - Reflection statement for all assignments - Create a trifold brochure - Create a visual identity package - Create a multipage document - Create a storyboard for a website - Create a promotional poster (undergraduates only)
1. **Graduate students** will synthesize academic theory with best practices and apply them to a large-scale project.	Understanding Evaluating Creating	- Summarize a sample of peer reviewed articles into an annotated bibliography - Synthesize several items of secondary research into a presentation of a design topic - Create 8.5"x 5.5" handout or quick reference guide for undergraduates and laypersons - Create a case study of poor document design using a real world example