



Association for Supervision and Curriculum Development
 1703 N. Beauregard St. • Alexandria, VA 22311-1714 USA
 Phone: 800-933-2723 or 703-578-9600 • Fax: 703-575-5400
 Web site: www.ascd.org • E-mail: member@ascd.org
 Author guidelines: www.ascd.org/write

Gene R. Carter, *Executive Director*; Nancy Modrak, *Director of Publishing*; Julie Houtz, *Director of Book Editing & Production*; Darcie Russell, *Project Manager*; Georgia Park, *Senior Graphic Designer*; Barton Matheson Willse & Worthington, *Typesetter*; Dina Seamon, *Production Specialist/Team Lead*

Copyright © 2007 by the Association for Supervision and Curriculum Development (ASCD). All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission from ASCD. Readers who wish to duplicate material copyrighted by ASCD may do so for a small fee by contacting the Copyright Clearance Center (CCC), 222 Rosewood Dr., Danvers, MA 01923, USA (phone: 978-750-8400; fax: 978-646-8600; Web: www.copyright.com). For requests to reprint rather than photocopy, contact ASCD's permissions office: 703-575-5749 or permissions@ascd.org. Translation inquiries: translations@ascd.org.

Printed in the United States of America. Cover art copyright © 2007 by ASCD. ASCD publications present a variety of viewpoints. The views expressed or implied in this book should not be interpreted as official positions of the Association.

All Web links in this book are correct as of the publication date below but may have become inactive or otherwise modified since that time. If you notice a deactivated or changed link, please e-mail books@ascd.org with the words "Link Update" in the subject line. In your message, please specify the Web link, the book title, and the page number on which the link appears.

PAPERBACK ISBN: 978-1-4166-0580-5 ASCD product #107018 s7/07

Also available as an e-book through ebrary, netLibrary, and many online booksellers (see Books in Print for the ISBNs).

Quantity discounts for the paperback edition only: 10–49 copies, 10%; 50+ copies, 15%; for 1,000 or more copies, call 800-933-2723, ext. 5634, or 703-575-5634. For desk copies: member@ascd.org.

Library of Congress Cataloging-in-Publication Data

Wiggins, Grant P., 1950–
 Schooling by design : mission, action, and achievement / Grant Wiggins and Jay McTighe.
 p. cm.
 Includes bibliographical references and index.
 ISBN 978-1-4166-0580-5 (pbk. : alk. paper) 1. Education—United States—Aims and objectives.
 2. Educational change—United States. 3. Curriculum planning—United States. I. McTighe, Jay. II. Title.

LA217.2.W53 2007

370.1—dc22

2007004394