

# Unit 06: Switcher (Technical Director)

Content Area: **Technology**  
Course(s): **Television Production 4**  
Time Period: **September**  
Length: **Full Year**  
Status: **Published**

## **Enduring Understandings**

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The switcher controls the master output in a live program.

Combining wipes, fades, and graphics makes for a creative program.

Chroma Key must be executed with accuracy and efficiency.

The switcher must be judicious and consistent with the use of wipes, and fades in a program.

## **Essential Questions**

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How will you ensure your switching technique is accurate and creative?

What is your switcher style?

Why has the chroma key changed television?

## **Content**

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Vocabulary:

Roll, Take, Fade, Wipe, Character Generator, Live, Effects, Preview, Chroma Key, Bus, VTR, Overlay, Credits, DDR, Edit Text

## **Skills**

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Evaluate a live production to manipulate the video switcher with technical accuracy and creativity.

Evaluate a set of criteria to select wipes and fade appropriate for a given situation.

Apply chroma key for sports background.

Apply overlay for lower thirds, and credits.

## **Resources**

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Video Switcher

## **Standards**

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9.3.12.AR-AV.2	Demonstrate the use of basic tools and equipment used in audio, video and film production.
9.3.12.AR-AV.3	Demonstrate technical support skills for audio, video and/or film productions.