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# Deditos

## A Children's Video Series of Bible Stories

Rick McArthur, Guatemala



### *Producer*

Viña Studios, Sololá, Guatemala, Central America.

### *Language*

Produced originally in Spanish to be dubbed into other languages.

### *Description*

Deditos is a video Bible story series targeting children between the ages of 4 and 14. Firmly based in the Biblical narrative, these stories are crafted for maximum dramatic impact in the powerful medium of video. Considering the challenges faced by children throughout the two-thirds world, the stories are carefully chosen to reveal God's character, his dealings with mankind, and his never-ending desire that we draw closer to him.

Each episode includes:

- the Bible story dramatized in roughly 23 minutes with real-life fingers as actors, incorporating a song the kids can learn;
- PDF files of five dynamic lessons based on the story, including print and audio versions of the teacher's guide and pages with interactive activities for the children.

The complete Deditos series will include 21 stories with a major emphasis on the Old Testament.

The videos are being produced originally in Spanish, in sets of three each year:

**Volume #1** *(Available now)*

- God Makes the World
- When Sin Entered the World
- Noah and the Flood

**Volume #2** *(Slated for completion in 2012)*

- The Children of Abraham (completed)
- Joseph is Betrayed by his Brothers” (in post production)
- “Moses & God’s Deliverance from Slavery” (is being filmed)

**Volume #3** *(Slated for completion in 2013)*

- Remembering the Wilderness (in pre-production)
- Jericho and the Faith of Rahab (being scripted)
- The Battles of Gideon (story in development)

The stories of Deditos are intentionally being designed within their original historical context (costumes, scenery, musical styles), as opposed to adapting them and placing them in any of today’s regional or ethnic contexts. Each culture, large or small, then has the opportunity to interact directly from their cultural context with the Biblical context in which the stories actually happened, and thus avoid having to deal with another culture’s preferences and filters. The language in both the programs and the lessons has been chosen to make translation as easy as possible, and to be used by teachers who may have limited education or training. The lessons often focus on God’s power and desire for restored relationship, keeping in mind the animistic, fear-based and shame-based traditions of many minority language groups. The questions and activities are designed to encourage teachers and children to discover bridges between the Bible stories and their own lives. All Scripture references in the lessons are from the New Testament, as many minority language groups only have the New Testament available in their own language (if that).

***Dubbing***

Viña is partnering with interested organizations and individuals to get this material dubbed and used in languages around the world. For countries where Spanish isn’t spoken, the videos are available with English subtitles. English scripts and lessons are also available. The videos are in Spanish, with English subtitles as a menu option.

Viña recommends dubbing three videos at a time as it saves time and money and coincides with the packaging materials already developed for the original Spanish versions. The agreement forms for both dubbing and for duplication/distribution (separate forms) are available in English and Spanish. Individual agreements will be required for each language being dubbed.

We have cases where organizations want the materials, but don't have the technical ability to do the dubbing. If you are willing to help organizations in your region with dubbing, let us know.

## *Distribution*

There are many ways these materials can be distributed. Deditos can be broadcast on television, cable, streamed or downloadable off the Internet, or projected cinema-style. DVD sales is a good option, especially for languages of wider communication, especially where distribution infrastructure already exists. The lessons can be included on the DVD as a .pdf file, for access via computer and for individual printing. The growing mobile market is another area that should be explored when considering distribution.

Because the skill set and activities required to do broadcasting or DVD distribution can be very different from those required for dubbing new languages, organizations wanting to distribute Deditos materials will enter a specific, non-exclusive distribution agreement with Viña for the volume(s) and language(s) they are interested in.

As with all Scripture-based media products, we are interested in seeing these materials used to change lives. A distribution strategy Viña is using in Central America is to work with organizations who already have a vision for children. These organizations are well suited to take the Deditos videos and lessons and use them within their existing infrastructure.

These organizations could be:

- National pre-primary and primary schools;
- Institutions dedicated to social programs for boys and girls;
- Churches (Sunday schools, vacation Bible schools, and others);
- NGOs and other international institutions developing educational programs.



## *Contact information*

If you are interested in dubbing, or want additional information, please don't hesitate to contact us. You'll find details on the Contacts page of the Viña website, <http://www.vinyastudios.org>.

To view the first four videos (Spanish with English subtitles): <http://www.vimeo.com/deditos>

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This document is available for download at: <http://www.scripture-engagement.org>

Disclaimer: The views expressed in this article are those of the author and not necessarily those of the Forum of Bible Agencies International or its member organizations.