

DIRECTION: **MIGUEL RODRIGUES**

SCREENPLAY: **CLÉBER MARQUES**

# DÚDÚ

the series



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the series

**PRODUCTION:**



# WEEKLY SERIES

*Season one*

*12 episodes - 24 minutes*

*Children's Fiction Series*

*Educational*

*PG*

# PRESENTATION

*Dúdú is a 6 year old black boy who, with his questioning way, looks for answers to the most diverse subjects. With a light approach and a*

*child's perspective, themes such as racism, social differences, culture, identity, family, among others are explored.*

## AND WHY, DÚDÚ? ?

*Dúdú, with two accent marks, means BLACK, in Yourubá language, as it is explained in one of the episodes and in the short that originated the series. It represents the understanding and acceptance of the protagonist's identity. Therefore, "Dúdú" happens to be more than a series told from the perspective of a child and becomes a story told from the perspective of a black child.*

*In this series we will show the universe of DÚDÚ, a middle class black boy who has curiosity, intelligence and sensitivity as his greatest qualities. The only son of MARTA, a woman who had her husband murdered in an episode of racism. A theme that, incidentally, is the starting point and one of the main conflicts of the season. A theme still current treated from the perspective of a child. A simple, true and emotional storyline for audiences of all ages and capable of captivating and speaking to the most diverse audiences. There is no greater sincerity than that of a child, right? So no one better than one of them to talk about issues such as identity, appreciation of culture and race.*

## JUSTIFICATION

**How many black protagonists exist in Brazilian dramaturgy? How many TV characters can the immense black population in Brazil identify with?**

*The need for genuinely Brazilian quality audiovisual works for children and young people is a great motivator of this work.*

*Having the opportunity to do a project where we can help produce a better world, tell stories with positivity, with joy, despite all the dramas of life.*

“LEND ME THE SKIN-COLORED PENCIL? ?”

**Who, as a child, has not heard this phrase?** Something apparently said innocently can reveal a serious social problem, racism. This is the starting point for the main conflict in the film. A theme still current treated from the perspective of a child. A simple, true and emotional storyline for audiences of all ages and capable of captivating and speaking to the most diverse audiences. *Dúdu and the Skin Colored Pencil* can be seen like the opinion of a child on a subject of the "adult world". There is no greater sincerity than that of a child, right? So no one better than one of them to talk about issues such as identity, appreciation of culture and race.

*The purity of a child's awakening to his consciousness and own identity form the ideal angle for the viewer to see the existence of veiled prejudices. The consciousness of the spectator is like a child who, little by little, is brought to reason. The idea is to humanize, characters and audience. The search for simplicity is purposeful and aims at an easier permeability in the contact with the spectator, expanding the possible public reached. In short, Dúdú is unique in revealing the colors of a deep and often overlooked question.*



# THE SHORT THAT GAVE WAY TO THE SERIES



*"DúDú and the Skin-colored Pencil"* (2015/2016) was born with the purpose of addressing the theme of racism in the current context of our society. The option of doing this through a child's perspective came from a common situation that many of us have experienced or witnessed as children:

**- Use the skin colored pencils to paint your skin!**

It was not long before we identified an existing potential in the title character of the short and the theme that served as the starting point for the plot. The repercussion between educators and educational institutions, even before the short was exhibited, also caught our attention: several schools asked for the short to show their students. Thus, *"DúDú and the Skin-colored Pencil"* will be the title of one of the episodes, marking and defining the personality of the protagonist.

## SEASON 1 DRAMATIC ARC

*The dramatic arc of the series will be based on the learning curve that each questioning, search and discovery of the protagonist Dúdú will create in himself and the other characters. The awakening of an individual's consciousness, the growth and learning that every child needs and*

*the concepts that many adults need to revisit. With each episode a new lesson learned, with each season a sub-theme to be explored, being that the first season will have racism as a theme..*





# CHARACTERS



**DÚDÚ (Lúcio Correia)**

*6 year old black boy. Intelligent, questioning and thirsty for discoveries. Son of Martha, an only child, his father was murdered. Lives in Aclimação District.*



**MARTA (Naruna Costa)**

*DúDú's mother, a lawyer. Lost her husband to an episode of racism. A militant for black rights movements.*



**SÔNIA (Claudiane Carvalho)**

*DúDú's teacher. Represents the veiled racism in society. Will go through big changes during the story.*

# CHARACTERS



**FÁBIO (Mário Möhrle)**

*Director of the school where Dúdú studies. A serious man, cares greatly about making his institution better and better.*



**MADALENA (Nelly Trindade)**

*Anthropologist and curator of art. It is she who presents Dúdú with the great deeds of black personalities in Brazil. Becomes a friend and a kind of "Fairy Godmother" to the boy.*



**WALTER (Ornellas)**

*Racist father of Sônia. In the past, was against her daughter having a child with a black man.*

## CHARACTERS



***GUSTAVO (Taiguara Nazareth)***

*Ex-black boyfriend of Sônia. He wanted to have a child with her, but Walter was against it.*



***ANTÔNIO (Dudu de Oliveira)***

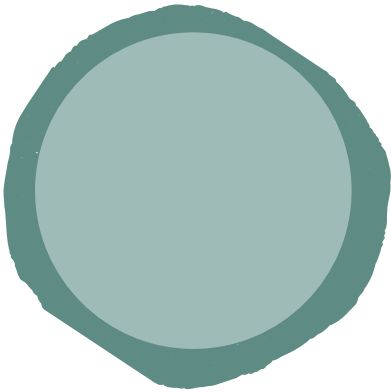
*Husband of Martha and father of Dudu. Murdered after being mistaken with a thief. Present in the series in episodes through flashbacks.*



***ANINHA (Kiara Lopes)***

*Friend of Dúdu. A smart child, always embarks with him on his adventures.*

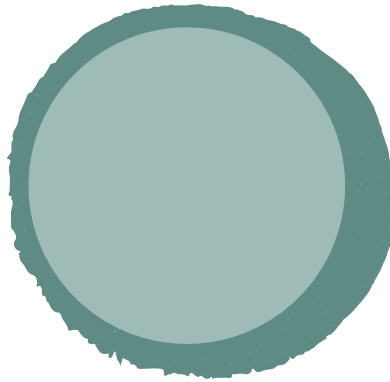
# CHARACTERS



## **MARIA**

*(To be chosen through casting)*

*Another child who is friends with Dú dú. Sensitive and delicate, helps Dú dú understand his dilemmas.*



## **FRANCISCO**

*(To be chosen through casting)*

*Dú dú's neighbor. Hypochondriac, full of fears, but often ends up embarking on Dú dú's adventures.*



# EPISODES 1<sup>ST</sup> SEASON

1

## PILOTO

*The World of Dúdú*

2

## EPISODE 2

*Dúdú and the skin colored pencil*

3

## EPISODE 3

*Dúdú and the imaginary friend*

4

## EPISODE 4

*Dúdú and his stylish hair*

5

## EPISODE 5

*Dúdú and the new student*

6

## EPISODE 6

*Dúdú and his supermom*

7

## EPISODE 7

*Dúdú and Africa*

8

## EPISODE 8

*Dúdú and the birthday party*

9

## EPISODE 9

*Dúdú and grandma's stories*

10

## EPISODE 10

*Dúdú and himself*

11

## EPISODE 11

*Dúdu and that dream again*

12

## EPISODE 12

*Dúdú and his holidays*

# TECHNICAL SHEET



## **Executive Producer and Director | Miguel Rodrigues**

*Filmmaker, director, cinematographer, actor, creator and artist who for twenty years has produced on national and international territory. At Rede Globo, Miguel was part of the management team of the Wolf Maya nucleus, signing off on soaps such as "Kubanacan", "Senhora do Destino", "Cobras e Lagartos" and "Duas Caras", besides the Emmy-nominated series "Na Forma da Lei". With 18 award-winning short films, he directed several advertising campaigns. He captains dramaturgy workshops and is in post-production of the feature film "O Inferno de Cada Um".*



EMMY nominated series director "Na Forma da Lei"



# TECHNICAL SHEET



## **Screenplay | Cleber Marques**

Writer and playwright. Author of plays such as "Gravidade", published by the SESI-SP publishing house for the SESI-British Council Dramatic Nucleus and the text "Human Food" written for the project "Young Writers Festival 100 word plays", of the Royal Curt Theater in London.

In the list of films signed by him are the short films "Consciência", "Fotógrafas", "Aprendendo a voar" (publicity), "Dúdu and the skin colored pencil " in addition to humor sketches, a web series and other plays. Amongst his taken courses is that of Children's Drama at SP School of Theater, with writer Flávio de Souza, of projects such as "Castelo Ra-Tim-Búm" and "Mundo da Lua", from TV Cultura.



## **Director of Photography | Ricardo Rheingantz**

He has more than 20 years of experience in multimedia production, he has been Director of Photography in Film & Video, having worked in several areas, from production, directing, editing and motion graphics. From analogue to digital photography he developed the exclusive Night and Day technique of producing high resolution files on HD scenarios for TV and Cinema. This year he releases the feature film "Para Sempre Nunca Mais" at the Boston and Madrid International Festivals. The said film just won the Award for Best Direction of Photography at the Salon Internacional de La Luz in Bogotá.

Winner of the BEST PHOTOGRAPHY at  
LABRFF 2014 in Hollywood for the feature  
film Para Sempre Nunca Mais



# TECHNICAL SHEET



## **Set Design and Art Direction | Carol Gomes**

*She worked as a set designer in the show "Mãe de Dois" (2014), was an architect and producer on the Day of Action, reforming the Santa Amaro nursery in Vidigal for the Clinton Foundation with the participation of Chelsea Clinton and Luciano Huck. With seven years experience at Central Globo production company, she was assistant set designer in the current program of Fantástico, as well as in the projects of "O Dentista Mascarado", "Suburbia", "Aquele Beijo", "Cordel Encantado", "Chico Anysio Especial 2010", "Criança Esperança 2010", "Malhação ID", "Paraíso", "A Favorita", "Conexão Xuxa", "Malhação 2008", "Domingão do Faustão", "Linha Direta" and "Carga Pesada".*



## **Executive Producer | Leandra Aieedo**

*Leandra has produced more than 40 films including advertising, short films, feature films, webseries and TV series. More than 8 years as executive producer at Take a Take Films Leandra has been conceptualizing works of great success and educational impact with the artistic team with the TV Series "Dúdu Á Série" and the police series "Metrópole", among other works, such as awarded films Sorria Você Está Morto - Co Production - Directed by Marcelo Caldas - 2009, short film O Silêncio Não Está Morto, Querida Vó Helena - Co Production- Direction William Costa Lima 2014 and the short film Desencanto - Directed by Hamilton Rosa - 2015.*



# ABOUT THE PRODUCTION COMPANY | TAKE A TAKE

## MORE THAN A CONTENT PRODUCER, A PRODUCER WITH CONTENT.

*Take a Take Films, was born from the desire to explore new narrative possibilities, approaches to technology, both in production and content placement. Founded in 2008, Take a Take Films is a creative producer who believes in the collective. We unite different ideas, narratives and technological approaches to guarantee quality to each project, as well as the possibility of creating innovative ways of thinking and producing.*

*Between feature and short films, documentaries, TV shows and reality shows, telefilms, series and web series, there remains the desire to explore new narrative possibilities, new approaches to production and technologies, both in production and content placement.*

*With great creativity, we produce original content. There were 16 shorts, 06 pilots, 80 episodes on the web, (Descarga Elétrica, Wizstar, Conjugados, Ex-Gay Existe e Cinema na Veia) . In total there were more than 150 films, in addition to developing content for edicts such as series, feature films and documentaries. Our Creative Nucleus of TV and Cinema, has writers, directors, producers and actors working on some projects that make up our portfolio of works available to the market.*

*Our artistic director, Miguel Rodrigues, directed several soaps on TV Globo; Series, web series, short films and feature films, being nominated for an International Emmy for his work on the series "Na forma da lei"*

TO SEE  
OUR COMPLETE PORTFOLIO, ACCESS:  
[www.takeatakefilms.com](http://www.takeatakefilms.com)



# CONTACT



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**LEANDRA AIEEDO**

[leandraaieedo@gmail.com](mailto:leandraaieedo@gmail.com)

## BUDGET FORECAST:

*Value per episode: R\$ 215 thousand reais*

WATCH THE ORIGINAL SHORT FILM NOW:



<https://youtu.be/8gcIY7OiJhc>

# BOOK CREATION

## **Art Direction | Michele Souza**

*Is an Art Director and lover of everything that is related to creation and creativity. Studied Computer Graphics at SENAC-SP and Technology and Digital Media at PUC-SP. He was part of the creation team of events agencies, digital marketing and branding. Currently, she is CEO and Art Director of the Raio Criativo Design Ltda agency, also acting as a freelancer. She is responsible for the visual creation of this book.*

*Portfólio at: [https://www.behance.net/michele\\_souza](https://www.behance.net/michele_souza)*

## **Art Direction | Paloma Dantas**

*Designer graduated in Visual Communication (Etec) and Bachelor of Design (USJT). Participates constantly in workshops with varied artists and makes watercolor illustrations. Integrates the creative team in an event agency and seeks to participate in culture-oriented projects. She is also responsible for the visual creation of this book.*

*Portfolio at: <http://cargocollective.com/palomadantas>*