NOOR: Illuminating Vitiligo through Cinematic Entrepreneurship and Social Change

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Abstract

The moving and inspiring short film NOOR explores the experiences of persons impacted. NOOR is a moving and thought provoking short film that delves into the life of persons affected by Vitiligo (Pulberi). The disease causes depigmentation of skin causing white patches of skin on the body. The film highlights tests and trials and consequential successes faced by such a person, all the while learning to accept oneself as one is with the resultant self-confidence. The aim of this treatise is to develop an impactful cinematic experience that portrays the unique experiences of persons who suffer from Vitiligo, with psychological misery, suffering social stigma, and the resultant effects on self-esteem and confidence. The much needed unknown disorder is shown in the film so that its psychological effects can be viewed and the tribulations faced by people who have this disorder. The drive to delve into the topic of Vitiligo stems from the necessity to discuss uncomfortable subjects that is usually misunderstood and faces social stigma. Vitiligo imposes significant effect on one’s mental status, self-esteem, self-confidence and not to mention its visibility. The crux of the film revolves the theme of a person suffering from Vitiligo who has a driving passion to create a career in athletics which is hindered due to her condition. The entrepreneurial component of this endeavor is conceptualizing NOOR’s potential beyond its function as a film. It acts as a model for a broader commercial project - a whole multimedia platform focused on raising awareness and empowering individuals with Vitiligo. This platform goes beyond conventional cinema by including interactive experiences, educational tools, and community involvement program. The main objective is to utilize this film representation not just for educational purposes but also as a stimulus for societal contemplation, encouraging conversations regarding traditional beauty norms and nurturing a more comprehensive and compassionate community. This method harnesses the potential for entrepreneurship by creating engaging visual material and generating chances for social change and empowerment focused on Vitiligo.

Keywords: Vitiligo, Short film, Self-confidence, Stigma, Empowerment

1. INTRODUCTION

The most important and the major organ of the body is skin. As it is the most visible part of the body any blemish on it can extremely effect the person’s life (Parsad, Dogra, and Kanwar 2003). Vitiligo is relatively a very common skin disorder which occurs due to the loss of melanocytes results in depigmented patches of skin which usually appears at a localized area and sometimes appear generally all over the body. The white patches are usually smooth and symmetrical in shape and with the passage of time gets increased in size (Grimes 2007). According to study vitiligo usually effects the 1 to 2% of the world population effecting both male and female on equal random chances irrespective to any ethnic or racial groups. Most of the studies found that the disease occurs during the childhood and young adulthood from

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approximately the age of 10 to 30 (Abraham and Raghavan 2015). Several theories tried to figure out the pathogenesis of this skin disorder (Harris 2017). Most recent ones propose that vitiligo usually results due to the complex interplay of generics, oxidative stress, and autoimmunity (Grimes, Hensin, and Rosamaria 2016). Vitiligo do not affect the physical state of the patient but hits the psychological wellbeing of the patient (Abraham and Raghavan 2015). Vitiligo affects people of all races all over the world. But the study states that people having dark complexion are more affected because depigmented patches are more prominent against their dark skin drawing a strong contrast (Parsad et al. 2003).

Vitiligo is a dermatological disorder that is distinguished by the depigmentation of the skin, posing distinctive difficulties for those who are impacted by it. The current knowledge of the impact of vitiligo on individuals' lives, including its physical, psychological, and social implications, is still rather limited, despite its widespread occurrence. The primary objective of this thesis is to examine and clarify the various impacts of vitiligo on the quality of life, emotional well-being, and social interactions of individuals and garner a head start into an entrepreneurial venture that leads a social catalyst response of addressing the stigma attached to vitiligo. By exploring the lived experiences of individuals with vitiligo, this research aims to enhance our understanding of the condition and make valuable contributions to the establishment of support systems and interventions that are effective in addressing its challenges.

The aim is to create a multifaceted multimedia product which is an eye catching film that will present a positive image of a person with vitiligo who can play a constructive and active role in the society and by seeing this other patient can have confidence to deal with societal pressure.

The objective of research is as follows:

1. To acquire sufficient knowledge about the psychological and social impacts that effects the life of vitiligo person by reviewing relevant literature.
2. To analyze past visual content on physical deformities to see how struggles of people suffering from them had been portrayed.
3. To explore the ability of multimedia techniques and style of conveying the message in order to show the positive image of a Vitiligo in our society.
4. To develop a narrative that will help the Vitiligo person to fight social pressures and achieve self-acceptance.

The literature evaluation will involve a diligent study of relevant plethora of material such as scholarly articles, research papers and books that are based on Vitiligo. The aim of the treatise is to provide an academic, psychological, medical and social aspects of Vitiligo. The objective is to observe how Vitiligo is perceived and posed in various media settings and how it affects one’s self esteem and how society views them.

Appearing from childhood or young adulthood from the age of 10-30 Vitiligo appears which is depigmentation of skin disorder. A person suffering on realizing this goes through various psychological and social struggles. Many studies have been conducted that have examined the multiple facets that affect the quality of life of people suffering from Vitiligo which debilitating.

It is noted that according to one study evidence is provided that counseling can improve self body image, self esteem and general quality of life. In some cases this can enhance overall welfare of patients and their treatment effectiveness.
Through thorough exploration, the study attempts to investigate medial portrayal of Vitiligo, including various platforms such as sports coverage, news articles, documentaries and social media. The study will require both qualitative and quantitative approaches to determine repeated themes, typecasts, and accounts that are usually connected with Vitiligo. Furthermore this study examines the extent to which these portrayals add to the challenge of stigmas or the strengthening of established prejudices.

Encompassing qualitative interviews, questionnaires, or focus group discussions with individuals who have vitiligo will characterize this study. These tools will garner potent understanding of the impetus created by media portrayal on a person’s self-identity. By analyzing the personal accounts, subjective defense mechanisms, the research attempts to expound on the influence of affirmative, adverse, or lacking representations on the status of self-acceptance, self-esteem, and holistic welfare of such persons.

Perceptions of Vitiligo prior to media portrayal and after will be studied through surveys and content analysis. The investigation will offer substantial perspectives regarding the influence and role of media in formation of social opinions towards Vitiligo such as their inclusivity, diversity and acceptance.

By shedding light on the results obtained, the study will offer various recommendations that develop a more holistic medial portrayal of Vitiligo that will include general respect, acceptance and empowerment.

The elucidated directives will attempt to give birth to heightened comprehension of Vitiligo, confront and challenge misconceptions and vigilantly offer insights that can create a positive lens for the society to view Vitiligo.

No only this study has academic importance but it also catalogues the discoveries which have practical impetus for stakeholders that encompass media artists, healthcare practitioners, advocacy groups, and legislators. These perspectives highlight possible role of media on a person’s experiences with vitiligo, hence, providing valuable data for these stakeholders to include in their relevant fields. Through the outcomes of this study potential creation of awareness campaigns, educational advocacy, and media practices aim to raise empathy, inclusivity, and honest portrayal.

Conclusively, this treatise will expound on the available data regarding the effect of media portrayal on individuals with vitiligo and the society. Through an exhaustive study of individual and collective perspectives, this study attempts to delve into the advantages and obstacles represented by vitiligo. Eventually, this research is aimed to enrich the level of knowledge, compassion, diversity and inclusivity related to this condition in areas of sports and other relevant domains.

2. METHOD

This study traversed on an investigative path of elucidating on the subject of “Vitiligo”. Multiple dimensions of people with Vitiligo and a rigorous foundation was formed in order to know about their emotional, psychological and social features. The preliminary phase of the investigation provided the foundation for the consequential idea generation and production stages.

In the realm of genre “Sports” was selected for the film which that provided a unique insight on the trials faced by people suffering Vitiligo. The genre stressed on the building of both physical and mental growth, keeping the main point of overpowering resulting hurdles in mind.

The research was taken to the pinnacle of rigorous investigation by examining literature and additional data from other realms such as medicine, sociology and psychology. The film’s theme and focal point was drawn from a plethora of cinematic influences of a variety of films.
The personal accounts and their subsequent ascent elucidated an authentic portrayal of the growth demonstrated a sincere depiction of the varied trials and successes garnered by persons affected by Vitiligo. The key focal point was the depiction of persons and scenarios in a way that was precise and evoked compassion.

As soon as the plot of the film was drawn, it went through the production process which branched into three particular phases. From developing the character sketch, to settings and story arcs the process of preproduction was carried out. The next phase of production involved shooting on the set, where the production team and the crew brought the characters and their story to life. Visual effects, sound design and transitions were inserted, in order to enrich the emotional ethos. With the aid these tools and phases, the challenges faced by persons with Vitiligo was effectively represented elucidating their aspirations and perseverance.

While the film aimed to highlight the sufferings of persons with Vitiligo in the form emotional and psychological portrayal, it also showcased enduring hardships of athletes and overcoming odds and achieve success. Through rigorous research, unique story and sound technical execution a film was created of sports genre with impactful registration of a significant narrative.

3. ANALYSIS & FINDINGS

Pre-Production
Logline
Noor an inspiring badminton player fighting her battle against Vitiligo.

Concept Line
To spread awareness about Vitiligo.

Story
A 16 year old girl Noor, who studies in a government school. She is very fond of playing badminton and is very enthusiastic about the upcoming interschool sports competition in which she wants to participate. During practices her skin reacts badly because of long exposure to the sunlight which affects her overall performance. Her coach and fellow participants get irritated by her frequent breaks during the practices. She feels bad about her condition but still continues to practice even harder. Meanwhile her mother is taking her to various peers for her treatment which further aggravates her skin condition to a point that her doctor prohibits her from going outdoor all together. She gets very sad about missing the final practices but her father buck her up and hires a coach for her to practice. Noor and her new coach will practice day and night before the final match Noor plays the final match after her school coach's approval and she wins the match.

Story Step Outline
A 16 years old noor lives in a small village near lahore. She loves playing badminton and play badminton with her father who is on a wheelchair. His father is very loving and he wants to fullfill every dream of his only child Noor. Her father thinks she's a very good player. One day she comes home and tells her father that there is an upcoming intercity sports competition in which the winner will get a chance to participate in Olympics.

She tells him that she wants to participates, on which her father encourages her and next day she gets herself enrolled in the sports competition at school. After selection practices for the big game starts at the school, for which she was supposed to practice daily in the school sports ground from 12pm to 3pm.

The first few days of practice went just fine, the 3rd day she developed sun burn on the white patches of her skin due to excessive exposure to sun. Her skin becomes redish and painful to touch. Throughout the day she took excessive breaks during practice which made her couch and fellow participants irritated. That day she comes home crying to her mother because her skin condition was making her lose focus in the match.
Her mother blames her for not listening to her and constantly playing in the sun despite of her disapproval. She then on the advice of her neighbor takes Noor to a peer baba. The peer baba tells her mother that her skin disease is caused by jin who have already possessed her body and if not taken any steps they will cause her more harm. The peer advice the treatment in which Noor is supposed to rub his spit on her white patches. This made Noor feels disgusted and she runs away from that place towards a ground.

In the ground noor cries her heart out. A friend of her who was passing by tells her that she has a cream called sun block her brother brought from dubai which will protect her skin from the sunlight. Noor is convinced that this will solve all her problems.

Next day she applies the sunblock and continued her practice. The sunblock reacted with her sunburn very badly making her itch alot. The itching grew so much that she started running back home crying. On her way back home people called her names such as (pehle tou yeh sirf janwaron ki trhn dikhti the ab tou kharish bhe unhi k jesi krti hai).

She comes home and locks herself in the bathroom. Her mother and father kept knocking at the door asking her what happened what happend noor! but she did not open up. Her mother told her that a neighbour has told her that greeting a transgender by hugging them for 7 days can cure this disease. Upon listening this Noor opens up and asks her mother to take her to a transgender. And they both went to "Janu" the transgender. They continue this treatment for 7 days but nothing happens and Noor condition gets worse day by day.

Her mother also takes her to a begger in who's kashkol Noor was supposed to drink water. All this made Noor feel disgusted, but for the sake of her passion she did it anyway.

Her mother also made a special paste from a mud that she was supposed to rub on her skin. This was the final blow her skin could take as it cause huge bumps on her skin. She went to a doctor who restricted her from going into the sun by staying indoors for one whole week. For Noor this was bad news as it meant missing final practices which were of great importance.

Noor was very worried and her moral went down. At this point her father made her realize that every hardship is a blessing in disguise. For the rest of the week she practice day and night with her father. They both watched training videos on Youtube and her father helped her translate all that knowledge in her techniques. He pinpointed her mistakes which made her do even better.

On the day of the match, her father gave her the gloves and the face mask to protect her hands from sunlight. During the match she faced all the hurdles with courage and did not let any set back lose her focus. All through the match her father's training and advices kept ringing in her ears. She won the match.

**Character Profile Noor**
Name: Noor Fatima  
Nickname: Noori  
DOB: 19 November 2006  
Age: 16 years old  
Gender: Female  
Nationality: Pakistani  
City: Lives in a village near Lahore, Punjab  
Hair color: Black  
Significant props: Bands in hands  
Skin color: Wheatish (Gandumi)  
Significant costumes: shalwar tameez, wears a dupata diagonally around her body  
Personality trait: Extrovert  
Language: Urdu  
Behavior traits: Fast, motivated, goal driven, determined, dedicated, steadfast
Psychological state: Insecure because of her skin condition (vitiligo)
Fear: Her vitiligo will let her down
Hope: She can lead a normal life like everybody else
Ambitions: She wants to become renowned badminton player
Goals: She wants to win intercity competition so that she can have a chance at Olympics
Family/ Friends: Very close to her father living
Environment: Village setup
Prominent features: White patches (Vitiligo) on her face and hands
Other: She is very insecure about the patches on her skin they make her feel less beautiful.

Storyboard

Figure 1, Storyboard

Character inspiration for the Protagonist character Noor
Figure 2: Character Inspiration 1

Figure 3: Character Inspiration 2

Figure 4: Character Inspiration 3

Mood board

Figure 5: Moodboard 1
Figure 6. Moodboard 1

Character Auditions

Figure 7. Character Option 1 for the Protagonist Noor

Figure 8. Character Option 2 for the Protagonist Noor
Figure 9. Character Option 1 for Father

Figure 10. Character Option 2 for Father

Figure 11. Character Option for Mother
Figure 12. Character Option 1 for coach

Figure 13. Character Option 2 for coach

Figure 14. Character Option for Rishta Aunty
Final Characters

Figure 15. Final Characters of film Noor

Production
The raw footage is shot following the script guidelines.

Camera
The camera used in the film is Sony A7S 3 with Sony prime lens kit and one zoom lens Sony 24 70mm f/2.8. Camera supporting equipment included Ronin-S Gimbal, Shoulder rig and follow focus.

Figure 16. Camera

Lights
Light sources used in film are Astera set, Aputure’s MC lights and sky panel.

Figure 17. Lights

Post Production
Video Editing
The process of compiling the unedited video footage is conducted using Adobe Premiere Pro 2022. The perspectives and shots that align with the script have been organized, and a preliminary cut has been generated to determine the final shots for subsequent visual effects editing.
VFX Editing
The green screen footage is superimposed onto the unedited film and subsequently modified. Effects and transitions are incorporated. Subsequently, the video undergoes the process of sound editing to reach its final version.

Sound Editing
The arrangement of background music, ambiance, and on-set recorded talks is done in a manner that is consistent with the overall production.

Titles and End credits
The end credits and titles page is added on the start and end and final render of film is taken out.

Figure 18. Editing Process

5. CONCLUSION
The film is the fruit of exploration of Vitiligo through the lens of art, searching such people who have this order, their experiences and how they adapt their lives. The story clearly explains the substantial effects of Vitiligo on the lives of people living with this disorder, relaying the respective state of affairs that go beyond the visuals. This signifies the understanding of such hindrances faced by people with Vitiligo and building empathy towards them.

A thorough research was carried out for this film which elucidated the nuances of Vitiligo, its effects, and the mental stress it poses for such people.

The value of comprehension through the story, portrayal by characters, narrations and sets depict the authenticity of the lives and experiences people with Vitiligo.

The film resonates with the viewer as it shows the reality of experiences faced by humans by investigating their barriers to living a normal life all the while integrating the genre of film with the nuances of general life.

This film is not made for the sake of entertainment rather its purpose is to give birth to empathy in the viewers. The theme of sports with the problem of Vitiligo and subsequent hurdles provide integrate well together in order to create a solution. Athletes strategize in order to conquer their barriers, similarly the protagonist fights with obstacles in order to triumph and secure endurance.

Advanced methodologies were used in order to develop chronological phases ranging from preliminary idea generation, middle process and subsequent editing and fine tuning in order to make it as impactful as possible. The summary of the film was attributed with diligent thought process, enrichment, giving birth to a product with elevated conscientiousness and thought provocation.

Conclusively, the film generates physical and mental turmoil of persons with vitiligo along with developing a conscientious viewership that has compassion and empathy. The film is impactful as it relays its agenda through its apt story and visuals. It endeavours to drive home
the necessity compassion, self-acceptance, perseverance in the face of obstacles in life by people with Vitiligo.

REFERENCES


