

**KINNAIRD COLLEGE FOR WOMEN**



**SIDE EFFECTS OF JUNK FOOD ON HEALTH**



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**KINNAIRD COLLEGE FOR WOMEN**



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Thesis Approval Certificate

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It is certified that Ms. Saman Ayoub of MPhil (session 2021 – 2023), Department of Media Studies has carried out research work entitled “**making Documentary on Side Effects of Junk Food on Health**” under my supervision.

It is assured that research work is original and has not yet been published anywhere else.

All the changes suggested by examiners during defense are incorporated in this final copy.

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# SIDE EFFECTS OF JUNK FOOD ON HEALTH

PROJECT SUPERVISOR MISS AMNA WAHEEDA NARRATOR SAMAN AYOUB  
RESEARCH AND SCRIPT SAMAN AYOUB DOP TALHA AMJAD  
PRODUCED AND DIRECTED BY SAMAN AYOUB

# CHAPTER 1

## 1. INTRODUCTION

This Documentary aims to highlight the side effects of junk food on health in adults and could have a significant impact on Public awareness and helps to address the growing public health issues related to diet-related diseases.

### **Concept**

The concept of making a documentary on the side effects of junk food on health in Lahore, Pakistan adults could involve in the rise of fast food culture and also face health consequences of consuming a diet high in junk food. This Documentary explores the cultural and social factors that contribute to the popularity of junk food in Lahore. It examines the role of family and social gatherings in shaping eating habits. The documentary highlights healthy alternatives to junk food and provides practical tips for Pakistani adults to improve their diets.

### **Basic Idea:**

- Some basic idea for making a documentary is to conduct extensive research on the topic side effects of junk food on health.
- Conduct interviews with a nutritionist, fitness trainers, and individuals who have experienced negative health outcomes as a result of consuming junk food.
- Explore the cultural and social factors that contribute to the popularity of junk food in Lahore, Pakistan.
- Provide viewers with practical tips and strategies for making healthier food choices, both at home and when dining out.
- By incorporating these ideas into a documentary, this documentary helps raise awareness about the negative impact of junk food on health in Lahore and inspires viewers to make healthier choices.

### **Scope:**

There is a lot of evidence showing that consuming junk food on a regular basis can have negative impacts on health in Lahore Pakistan (Rosenheck, 2008). Junk food tends to be high in calories, unhealthy fats, and sugar, which can all lead to weight gain and an increased risk of chronic diseases such as diabetes, heart disease, and certain types of cancer. Additionally, consuming too much junk food can increase the risk of dental problems, digestive issues, and other health concerns (Bhaskar, 2012). It's important to

maintain a balanced diet and limit the consumption of junk food in order to maximize health and well-being {Verain, 2022 #2}.

**Need of the Project:**

- Rising rates of obesity and diet-related diseases
- Lack of education and awareness
- Influence of the food industry

## CHAPTER 2

### 2. LITERATURE REVIEW

Low-quality food is popular on the grounds that it is not difficult to make, is simple to devour, is delectable, and has an extensive timeframe of realistic usability that doesn't need refrigeration (Vanderbilt & Andreason, 2023). The Food Principles Office in the Unified Realm alludes to food as "HFSS" rather than "low-quality food" (high fat, sugar, or salt). They guarantee that a few things can be a piece of a decent eating routine, but studies uncover that kids' weight control plans will generally be high in salt, sugar, and fat (especially trans-fat). As indicated by a concentrate by Euro-screen Worldwide, Americans eat the most inexpensive food (Brauchla & Fulgoni, 2022), yet Japanese buyers spend the most on takeout (home conveyance). The critical per capita utilization shows how significant cheap food is to the lifestyle in different countries. Burger overwhelms the cheap food market, representing the greater part of all spending on the business.

Our well-being might endure on the off chance that low-quality food turns into a normal piece of our eating regimens. Unhealthy foods like burgers, pizza, seared chicken, and chips regularly contain a ton of soaked fats (Ledema et al., 2022). An unnecessary measure of soaked fat in the eating routine will make an individual put on weight, and being corpulent jeopardizes one for coronary illness as well as different sicknesses {Schwartz, 2017 #1}.

In the US, stoutness is answerable for 300,000 fatalities (Keirns et al., 2022). There is an immediate connection between the number of drive-thru eateries in the area and the pace of corpulence, as per research on low-quality food and drive-through eateries {Sublette, 2013 #3}.

India isn't a special case for this example of fast change. The cheap food area in India is growing by 40% every year. With 2.1% of the all-out yearly use in cheap food spending, measurements rank India at position 10 on the planet. (By and large, Rs. 371 every month on food and drink. Vegetables and close to 33% of the natural product cost them Rs. 290. As per a Sudhanshu Ranade The Business Line story from July 13, 2005, how much low-quality food devoured in India in 2003 was roughly Rs. 41,000 crores, with provincial regions representing to some degree more than Rs. 22,000 crore of that aggregate.

As of now, between 15-20% of moderately aged individuals in Europe and 33% of grown-up Americans in the US are fat (Stroebe, 2022). As of now, only a couple of prescriptions, as rimonabant, sibutramine, and orlistat, have been shown to assist hefty individuals with getting in shape.

Ordinary unhealthy food eating can likewise expand the possibility of creating ailments including hypertension and stroke. Hypertension is one more name for hypertension, and a stroke is cerebrum harm welcomed on by a diminished bloodstream, which denies the mind the oxygen and sustenance it expects to flourish. The unnecessary salt and cholesterol content in cheap food can prompt hypertension and stroke. Also, eating unhealthy food could cause the cerebrum's "blissful chemical," dopamine, to be delivered, which encourages us a while later. This can cause us to hunger for more unhealthy food to feel the same way once more.

Hyperglycemia, glycosuria, hyperglycemia, a negative nitrogen balance, and once in a while ketonemia portray this constant metabolic illness (Jahandideh, Bourque, & Wu, 2022). Type I (insulin ward) and Type II diabetes mellitus are the two kinds (insulin free). Type II diabetes influences over 90% of cases, which is a consequence of unhealthy tilifooduzation.

The overflow of fake seasoning and shading intensifies unhealthy food causing constant lung obstructive sickness. Plaque development in veins is an essential supporter of coronary illness, myocardial dead tissue, and serious cardiovascular breakdown. Both the start and the fix require a great deal of persistence and determination to succeed. Fat individuals are bound to create uterine, colon, bosom, prostate, gallbladder, ovarian, and skin malignant growths. The utilization of unhealthy food prompts the improvement of excessive touchiness problems. Unhealthy food has various added substances and synthetics that could prompt skin rashes (Davis, 2023).

The literature review on the topic of the Side Effects of Junk Food on Health has revealed a wealth of information on the negative impact of consuming junk food on human health. Numerous studies have shown that consuming junk food on a regular basis can lead to an increased risk of obesity, which in turn can result in a range of health problems such as heart disease, diabetes, and certain cancers. The high amounts of unhealthy fats, salt, and sugar found in junk food have been linked to these health issues, as well as decreased nutrient intake and digestive problems. Other research has also shown that consuming junk food can lead to addiction and increase cravings for unhealthy food. This creates a vicious cycle of unhealthy eating habits, leading to a decline in overall health (Güven & Öncü, 2022).

However, despite the clear negative impact of junk food, many people continue to consume it due to its convenience and affordability, as well as its pleasing taste. The literature review has also explored ways to reduce the consumption of junk food, including making healthier food choices, limiting portion sizes, practicing mindful eating, and encouraging physical activity. By following these suggestions and reducing the consumption of junk food, individuals can improve their overall health and reduce the negative side effects associated with junk food. The literature review highlights the importance of

education and awareness on the topic of the Side Effects of Junk Food on Health, as well as the need for ongoing research to understand better the negative impact of junk food on health and ways to mitigate it (Chung et al., 2022).

## **CHAPTER 3**

### **3.1 SIGNIFICANCE OF THE STUDY**

As mentioned in the basic idea, the aim of this topic is to highlight the side effects of junk food on health. Junk food gathers terrible cholesterol and fat that expands the gamble of fostering numerous well-being risks like heftiness, cardiovascular illnesses, coronary episodes, and so forth (Alessandrini, 2023). We are likewise featuring the way that it tends to impact a typical youth. This study is significant because in everyday Pakistan I see a lot of stories both on TV and in real life where junk food causes death.

The aim of this Documentary is not only to highlight the side effects of junk food, all the challenges that can be faced by addicted people. It also shows that in Pakistan if we cannot control this problem in adults it destroys their lives. Parents would also get an idea and they need to focus on this and support, and shows love for their children. The story will help us to portray that adult who faces an addiction to junk food and their parents must consult doctors. So it can make our society better and saves a lot of lives.

## CHAPTER 4

### 4. Script and shooting script of the documentary

#### **Introduction (1 min)**

[Opening shot of a busy street in Lahore, with people walking and eating junk food]

Narrator: Welcome to Lahore, where the food culture is a vibrant mix of traditional and modern influences. However, with the increasing availability and popularity of fast food and junk food options, the health of the population is at risk. In this documentary, we are going to explore the side effects of junk food on the health of adults in Lahore.

[Cut to footage of people eating junk food and then to a nutritionist]

Narrator: Junk food is often high in calories, sugar, salt, and unhealthy fats while being low in fiber, vitamins, and minerals. This can lead to a range of health problems, including obesity, diabetes, heart disease, high blood pressure, and stroke.

[Cut to a person suffering from diabetes or any other health condition caused by junk food]

Narrator: A 42-year-old, resident of Model Town Lahore is suffering from diabetes after years of consuming a diet high in sugar and processed foods. Ali now has to manage his diabetes through medication and lifestyle changes, which can be challenging and expensive.

[Closing shot of people engaged in physical activity such as jogging or yoga]

Narrator: Stay tuned to learn more about the impact of junk food on our health and how we can make positive changes to our diet and lifestyle.

#### **Nutritional Value of Junk Food (2 min)**

Shot 1: A visual of different junk food items with a voiceover saying:

"Junk food is often high in calories, sugar, and unhealthy fats while being low in important nutrients like fiber, vitamins, and minerals."

Shot 2: A graph showing the percentage of calories in junk food from fat, sugar, and salt with a voiceover:

"For example, a typical serving of junk food can contain up to 50% of its calories from fat, sugar, and salt. This excess intake can lead to a range of health problems."

Shot 3: A visual comparison of the nutritional value of a junk food meal and a healthy meal with a voiceover:

"Compared to a healthy meal with whole grains, fruits, and vegetables, a junk food meal can provide little nutritional value, leading to deficiencies in essential vitamins and minerals."

Shot 4: A voiceover with an image of a person experiencing health problems:

"Consuming too much junk food can lead to a range of health problems, including obesity, diabetes, heart disease, high blood pressure, and stroke."

Shot 5: A visual of healthy food options with a voiceover:

"Fortunately, there are many healthy food options available in Lahore. By choosing whole foods, like fruits, vegetables, lean protein, and whole grains, you can support your body's health and well-being."

Shot 6: A voiceover with a visual of a person cooking a healthy meal:

"Preparing healthy meals at home can be easy and fun. With a little planning and creativity, you can enjoy delicious, nutritious meals that support your health and well-being."

Shot 7: A visual of healthy snack options with a voiceover:

"When it comes to snacking, choose healthy options like fresh fruit, nuts, and seeds. These snacks provide important nutrients while helping to curb cravings and prevent overeating."

Shot 8: A voiceover with a visual of a person exercising:

"Remember, a healthy diet is just one part of a healthy lifestyle. Regular exercise, stress management, and adequate sleep are also important for supporting your overall health and well-being."

Shot 9: A closing shot with a voiceover:

"By making small changes to your diet and lifestyle, you can support your health and well-being for years to come. Together, let's say no to junk food and yes to a healthier, happier life."

### **"Health Risks Associated with Junk Food Consumption (2 min)**

Opening shot of a busy food street in Lahore or Islamabad, with people indulging in various types of junk food.

Narrator: Lahore are known for their diverse food culture, with a wide range of delicious and tempting options. However, the abundance of junk food has resulted in a serious health crisis, especially among adults.

Cut to a shot of a person checking their weight on a weighing scale.

Narrator: The high-calorie, high-sugar, and high-fat content in junk food can lead to obesity, which in turn increases the risk of various health problems, including diabetes, heart disease, high blood pressure, and stroke.

Cut to a shot of a hospital or a medical clinic with patients waiting in line.

Narrator: According to a recent study conducted in Lahore and Islamabad, more than 60% of adults in these cities are overweight or obese, and the majority of them consume junk food on a regular basis.

Cut to an interview with a nutritionist or a doctor.

Expert: "Obesity is a major concern in our society, and junk food is a major contributor to this problem. The excessive intake of sugar, fat, and calories in junk food can cause insulin resistance, which can lead to diabetes. It can also cause high blood pressure and increase the risk of heart disease and stroke."

Cut to a shot of a person struggling to climb stairs.

Narrator: The negative effects of junk food on health can also impact daily life. Adults who consume excessive junk food often experience low energy levels, fatigue, and lethargy, which can hinder their productivity and quality of life.

Closing shot of a person throwing away junk food and opting for a healthier option.

Narrator: It's important to be mindful of the risks associated with junk food consumption and make healthier food choices. By choosing nutrient-rich foods and reducing our intake of junk food, we can protect our health and lead a happier, healthier life.

### **Impact of Junk Food on Mental Health (2 min)**

[Shot 1 - Close-up of junk food packaging] Narrator: Junk food is often high in calories, sugar, salt, and unhealthy fats, and low in essential nutrients like fiber, vitamins, and minerals.

[Shot 2 - Close-up of nutrition information on packaging] Narrator: Many popular junk food products contain more than the recommended daily intake of sugar, salt, and fat.

[Shot 3 - Close-up of unhealthy snacks being eaten] Narrator: Eating too much junk food can lead to obesity, which can cause a range of health problems, including diabetes, heart disease, and stroke.

[Shot 4 - Close-up of unhealthy fast food being eaten] Narrator: Junk food also contains additives, preservatives, and other chemicals that can be harmful to our health.

[Shot 5 - Close-up of fruits and vegetables] Narrator: To maintain a healthy diet, it's important to incorporate plenty of fruits, vegetables, and whole grains into our meals.

[Shot 6 - Close-up of the healthy meal being prepared] Narrator: Cooking at home with fresh, whole ingredients is a great way to ensure that we are getting the nutrients we need.

[Shot 7 - Close-up of healthy snacks being eaten] Narrator: When it comes to snacking, there are plenty of healthy options, such as nuts, seeds, and fruits.

[Shot 8 - Close-up of healthy meals being served] Narrator: By making small changes to our diet and incorporating healthier options, we can reduce our risk of developing health problems associated with junk food consumption.

[Shot 9 - Close-up of a person exercising] Narrator: In addition to a healthy diet, regular exercise is also important for maintaining good health.

[Shot 10 - Wide shot of a person walking outdoors] Narrator: So, let's take control of our health and make informed choices about the foods we eat.

### **Availability and Marketing of Junk Food (2 min)**

Shot 1: Introduction to the topic of availability and marketing of junk food (10 seconds)

Show a busy street or a shopping mall in Lahore where junk food is widely available.

Have a voiceover saying "The easy availability and aggressive marketing of junk food has made it a popular choice among adults in Lahore. But at what cost?"

Shot 2: Visuals of junk food options (20 seconds)

Show images of popular junk food options available in Lahore, such as burgers, pizzas, fried chicken and sugary drinks.

Have a voiceover explaining that these foods are often high in calories, sugar, salt, and unhealthy fats.

Shot 3: Advertising and promotion of junk food (20 seconds)

Show examples of advertisements and promotions of junk food in Lahore, such as billboards, TV commercials, and social media ads.

Have a voiceover explaining that the food industry spends billions of dollars every year to influence consumer behavior and promote unhealthy food choices.

Shot 4: Impact on consumer behavior (20 seconds)

Show people eating junk food and engaging with advertisements or promotions.

Have a voiceover explaining how advertising and promoting junk food affects consumer behavior and makes it harder to resist unhealthy food choices.

Shot 5: Discussion on government regulations (20 seconds)

Show a news clip or an article discussing government regulations on the advertising and marketing of junk food.

Have a voiceover explaining how some countries, including Pakistan, have introduced regulations to control the marketing of unhealthy food options.

Shot 6: Call to action (10 seconds)

Show an image of healthy food options available in Lahore, such as fruits, vegetables, and whole grains.

Have a voiceover encouraging viewers to make healthier food choices and highlighting the importance of government regulations in promoting a healthy food environment.

### **Alternatives to Junk Food (1 min)**

[Opening shot of a bustling street market in Lahore]

Voiceover: "In the streets of Lahore, it's easy to find vendors selling tempting but unhealthy junk food options.

[Cut to footage of someone preparing a healthy meal at home]

Voiceover: "However, there are plenty of healthy food options and alternatives that are easily accessible for those looking to maintain a healthy diet."

[Cut to footage of fresh fruits and vegetables at a market in Lahore]

Voiceover: "Fresh fruits and vegetables are abundant in local markets and can be used to make delicious and healthy meals."

[Cut to footage of a healthy meal being prepared]

Voiceover: "Preparing meals at home with fresh ingredients is one alternative to consuming junk food. This allows individuals to control the amount of salt, sugar, and unhealthy fats in their meals and ensure that they're getting the necessary nutrients from fruits, vegetables, and whole grains."

[Cut to footage of someone's meal planning]

Voiceover: "Meal planning is another strategy that can help individuals maintain a healthy diet. By planning meals in advance, they can make sure they have healthy options readily available and reduce the likelihood of turning to junk food in moments of convenience."

[Cut to footage of healthy snacks]

Voiceover:

[Closing shot of someone enjoying a healthy meal]

Voiceover: "By incorporating these healthy alternatives into their daily routine, individuals can improve their health and reduce the negative impacts of consuming junk food. Small changes to eating habits and being mindful of what they eat can make a big difference in overall well-being."

[End with a closing shot and voiceover]

Voiceover: "Making healthy choices for ourselves and our families can be easy and accessible with the right resources and mindset."

## CHAPTER 5

### AV BOARD

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| Visuals (Action, Props, Visual FX)   | Audio (Dialogue, Voiceover, Sound FX)   |
|--|---|
| Scene 1# Opening shot of a busy street in Lahore, with people walking and eating junk food | Welcome to Lahore, where the food culture is a vibrant mix of traditional and modern influences. However, with the increasing availability and popularity of fast food and junk food options, the health of the population is at risk. In this documentary, we are going to explore the side effects of junk food on the health of adults in Lahore |
| scene#2 people eating junk food and then to a nutritionist                                 | Junk food is often high in calories, sugar, salt, and unhealthy fats while being low in fiber, vitamins, and minerals. This can lead to a range of health problems, including obesity, diabetes, heart disease, high blood pressure, and stroke   |
| scene#3 a person suffering from diabetes or any other health condition caused by junk food | A 42-year-old, resident of Model Town Lahore is suffering from diabetes after years of consuming a diet high in sugar and processed foods. Ali now has to manage his diabetes through medication and lifestyle changes, which can be challenging and expensive  |
| scene#4 Closing shot of people engaged in physical activity such as jogging or yoga        | Stay tuned to learn more about the impact of junk food on our health and how we can make positive changes to our diet and lifestyle.  |
| Scene#5: A visual of different junk food items   | "Junk food is often high in calories, sugar, and unhealthy fats while being low in important nutrients like fiber, vitamins, and minerals."   |

|  |   |
|--|---|
| Scene 6# graph showing the percentage of calories in junk food from fat, sugar, and salt   | "For example, a typical serving of junk food can contain up to 50% of its calories from fat, sugar, and salt. This excess intake can lead to a range of health problems."                         |
| Scene 7#A visual comparison of the nutritional value of a junk food meal and a healthy mea | "Compared to a healthy meal with whole grains, fruits, and vegetables, a junk food meal can provide little nutritional value, leading to deficiencies in essential vitamins and minerals."        |
| Scene8# an image of a person experiencing health problems                                  | "Consuming too much junk food can lead to a range of health problems, including obesity, diabetes, heart disease, high blood pressure, and stroke."   |
| Scene9# a person cooking a healthy meal:   | "Preparing healthy meals at home can be easy and fun. With a little planning and creativity, you can enjoy delicious, nutritious meals that support your health and well-being                    |
| Scene 10# Show healthy snack options   | "When it comes to snacking, choose healthy options like fresh fruit, nuts, and seeds. These snacks provide important nutrients while helping to curb cravings and prevent overeating."            |
| Scene 11# person exercising  | "Remember, a healthy diet is just one part of a healthy lifestyle. Regular exercise, stress management, and adequate sleep are also important for supporting your overall health and well-being." |
| Scene12# A closing shot with a voiceover:  | "By making small changes to your diet and lifestyle, you can support your health and well-being for years to come. Together, let's say no to junk food and yes to a healthier, happier life."     |

|  |  |
|--|--|
| <p>Scene 20# Show images of popular junk food</p>  | <p>Have a voiceover explaining that these foods are often high in calories, sugar, salt, and unhealthy fats</p>                                      |
|  |  |
| <p>Scene 21# Advertising and promotion of junk food</p>  | <p>food industry spends billions of dollars every year to influence consumer behavior and promote unhealthy food choices</p>                         |
| <p>Scene 22# Show people eating junk food and engaging with advertisements or promotions.</p>  | <p>explaining how advertising and promoting junk food affects consumer behavior and makes it harder to resist unhealthy food choices</p>             |
| <p>Scene 23# Discussion on government regulations</p> <p>Show a news clip or an article discussing government regulations on the advertising and marketing of junk food.</p> | <p>Explaining how some countries, including Pakistan, have introduced regulations to control the marketing of unhealthy food options.</p>            |
| <p>Scene#24[Opening shot of a bustling street market in Lahore]</p>  | <p>"In the streets of Lahore, it's easy to find vendors selling tempting but unhealthy junk food options.</p>  |
| <p>Scene 25# footage of someone preparing a healthy meal at home</p>   | <p>"However, there are plenty of healthy food options and alternatives that are easily accessible for those looking to maintain a healthy diet."</p> |
| <p>Scene26# to footage of fresh fruits and vegetables at a market in Lahore</p>  | <p>"Fresh fruits and vegetables are abundant in local markets and can be used to make delicious and healthy meals."</p>                              |

|  |  |
|--|--|
| <p>Scene 27# footage of a healthy meal being prepared</p>        | <p>Preparing meals at home with fresh ingredients is one alternative to consuming junk food. This allows individuals to control the amount of salt, sugar, and unhealthy fats in their meals and ensure that they're getting the necessary nutrients from fruits, vegetables, and whole grains."</p> |
| <p>Scene 28# footage of someone's meal planning</p>              | <p>Meal planning is another strategy that can help individuals maintain a healthy diet. By planning meals in advance, they can make sure they have healthy options readily available and reduce the likelihood of turning to junk food in moments of convenience."</p>                               |
| <p>Scene 29# footage of healthy snacks</p>                       | <p>"Healthy snacking options are also available, such as fresh fruits, nuts, and seeds, as well as hummus, yogurt, and raw vegetables with healthy dips."</p>  |
| <p>Scene 30# Closing shot of someone enjoying a healthy meal</p> | <p>"By incorporating these healthy alternatives into their daily routine, individuals can improve their health and reduce the negative impacts of consuming junk food. Small changes to eating habits and being mindful of what they eat can make a big difference in overall well-being."</p>       |
| <p>Scene 31# End with a closing shot and voiceover</p>           | <p>"Making healthy choices for ourselves and our families can be easy and accessible with the right resources and mindset."</p>  |
| <p>Scene 32#</p>   | <p>Credit Ending with Kinnaird logo</p>  |

# CHAPTER 6

## TECHNICAL METHODOLOGY

### **Approach**

In this Documentary, the approach that will be utilized by the director is the conduction of a case study, which will be based on the life of an adult, who is facing for health issues by eating junk food.

There are three ways of approaching a story:

- Through characters and story structure
- Through location
- Through issue

I approached the story through the issues.

### **Target audience**

Adults

Age 18 to 40

**Genre:** Documentary

Duration: 10 to 12 minutes

Language: English

### **Objectives:**

The objective of this documentary is to find the reasons side effects of junk food on Health. I have discussed all the details by getting interviews from the Nutritionist, Gym fitness, and addiction to Junk food in Lahore.

- Raises awareness about the negative impacts of consuming junk food.  
Educatates the public about the health risks associated with junk food.
- Inform viewers about the science behind the harmful effects of junk food on the body
- Provide practical tips and suggestion for reducing junk food and incorporating healthier food options.

### **Locations**

Shooting location: Z Block DHA Diet by Design, H Block DHA, Bahria Town, Food Street Lahore,

Date: 08-05-23

Shooting date: 10-05-23

## **Basic Equipment**

Microphone, Lights, Tripods, Stands, video camera, Lenses.

## **PRE-PRODUCTION**

The first step in making a documentary involves dedicating time to thorough research on the chosen topic and gathering relevant information from various sources. This research serves as the foundation for the documentary's content. A compelling story is structured and key themes are identified that will be explored throughout the documentary. This narrative outline, known as the treatment, provides a written framework for the documentary's direction. As the creative vision takes shape, considerations for budgeting the project are taken into account, ensuring that resources are allocated appropriately. Drawing upon the treatment, a rough plan is then devised, outlining the shooting schedule and logistics necessary for capturing the documentary's footage. This initial planning phase sets the stage for the subsequent stages of production, allowing to move forward with clarity and purpose.

## **PRODUCTION**

The production stage of the documentary is where the planned vision comes to life. It involves capturing the footage and conducting interviews with relevant individuals. This stage may also entail additional tasks such as location scouting to find suitable settings, casting individuals to be featured, and designing the set or arranging the environment for specific scenes. Capturing high-quality visuals and compelling interviews are focused that align with the story and themes outlined in the treatment. Once the shooting is complete, the post-production process begins. During this stage, the works editing the footage, selecting the most impactful moments, and arranging them in a cohesive and engaging manner are done. Sound effects and music may also be added to enhance the overall experience and create an emotional connection with the audience. Visual effects, if required, can be incorporated to enhance the storytelling or provide necessary context.

## **POSTPRODUCTION**

During the post-production process of a documentary, several essential steps are undertaken to refine the footage and prepare it for distribution. One of the primary tasks is editing the video, which involves selecting the best shots, arranging them in a logical sequence, and trimming any unnecessary content. This stage also includes color correction, where the colors and tones of the footage are adjusted to ensure consistency and enhance the visual aesthetic.

In addition to video editing, the voiceover, if present, is edited and mixed with the footage. This step involves ensuring clarity, proper timing, and seamless integration with the visuals. Visual effects may also be applied at this stage to enhance specific scenes, provide additional context, or convey certain emotions.

Once the editing, color correction, and voiceover editing are complete, the documentary project is exported or rendered into the desired format. This step prepares the final video file for distribution, whether it's intended for online platforms, television broadcasting, or other mediums. The exported video file is often compressed to an appropriate size and format, considering the intended distribution channels and requirements.

Upon completion of the rendering process, the documentary is ready for distribution. It can be uploaded to online platforms, such as streaming services, social media platforms, or dedicated documentary platforms. For television distribution, the documentary may undergo further formatting and quality checks to meet broadcasting standards.

## CHAPTER 7

### BUDGETING

| Pre-Production         | Quantity   | Name/Description     | In-House | Out-House           |
|------------------------|--|----------------------|----------|---------------------|
| Director               | 1  | Saman Ayoub          | -        | Yes                 |
| Producer               | 1  | Saman Ayoub          | -        | Yes                 |
|                        |  |                      | -        |                     |
| <b>Production</b>      |  |                      |          |                     |
| Equipments             | 1 Cameras<br>1 Tripod<br>1 Light   | -                    | NO       | Yes                 |
| Meals                  | 2 persons  | For 10-15 days shoot | -        | 3000/-              |
| Transport              | 3 persons  | 1 Car                | -        | 4000/-              |
| Communication          | 3-4 times in a week  | Mobile Cards         | -        | 1000/-              |
| Camera Men             | 1 person   | -                    | -        | 10,000/-            |
| Voice over Artist      | 1 person   | Awatson US -         | -        | 10000/-             |
| <b>Post Production</b> |  |                      |          |                     |
| Editing                | 1 person   | -                    | -        | 20,000              |
| Printing               | <ul style="list-style-type: none"> <li>• Standee</li> <li>• Poster</li> <li>• CD Cover</li> <li>• Thesis Copy</li> </ul> | Saman Ayoub<br><br>- | -        | 6000/-              |
| Miscellaneous          |  |                      |          | 6000/-              |
| Charges                |  |                      |          |                     |
| Total Expenses         |  |                      |          | 54000 Approximately |

## **CHAPTER 8**

### **CONCLUSION**

In this documentary, the side effects of junk food on the health of adults in Lahore can be serious and even life-threatening. Obesity, diabetes, heart disease, high blood pressure, and other health problems are all linked to consuming too much junk food, which is often high in calories, sugar, salt, and unhealthy fats, and low in fiber, vitamins, and minerals.

But there is hope. By making healthy food choices, this documentary can take control of our health and well-being. People can choose fresh fruits and vegetables, lean proteins, whole grains, and other nutritious foods that provide us with the energy, nutrients, and satisfaction people need to thrive.

So, let's take action and make a commitment to ourselves and our loved ones to prioritize our health, one meal and snack at a time. This Documentary spread awareness about the dangers of junk food consumption and encourage others to join us in this journey towards a healthier and happier life. Remember, small changes can make a big impact. Thank you for watching, and choose health, choose life.

## **CHAPTER 9**

### **RECOMMENDATIONS**

- Encourage people to consume fresher, whole foods instead of processed junk food.
- Advocate for increased health education in schools and communities, so people can make informed decisions about what they eat.
- Call for increased regulation of the food industry to limit the amount of unhealthy additives and preservatives in food.
- Emphasize the importance of physical activity and exercise in maintaining a healthy lifestyle.
- Partner with local organizations and businesses to promote healthy options and alternatives to junk food.
- Encourage people to take responsibility for their own health by making positive changes in their eating habits and lifestyle.

## CHAPTER 10

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