

Presentación Working Paper

Title Short Film Design to Show the Importance of Disability in Sport

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Resumen El proyecto propone el diseño de un cortometraje animado que visibilice la importancia de la discapacidad en el deporte, dirigido a adolescentes de 13 a 17 años en Bogotá. A través de una investigación cualitativa con enfoque exploratorio, descriptivo, documental y gráfico, se busca comprender los imaginarios sociales sobre la discapacidad y desarrollar estrategias visuales y narrativas que promuevan la inclusión. La metodología se estructura en cinco fases: investigación y análisis de referentes audiovisuales, definición conceptual de la historia, desarrollo narrativo y visual, diseño de un prototipo audiovisual y evaluación del impacto en jóvenes espectadores. El cortometraje narra la historia de Lucas, un adolescente con discapacidad física que encuentra inclusión en el baloncesto, utilizando metáforas visuales, una estética emotiva y un diseño accesible. Este proyecto responde a la necesidad de transformar la percepción social mediante piezas audiovisuales que generen empatía y promuevan valores como la superación, la comunidad y la igualdad. Se espera que el resultado contribuya a sensibilizar a la audiencia, visibilizando el esfuerzo y talento de los deportistas con discapacidad, y fomentando una visión más inclusiva del deporte adaptado.

Palabras clave: Discapacidad, deporte, inclusión, cortometraje animado, sensibilización.

Abstract

This project proposes the design of an animated short film to highlight the importance of disability in sports, aimed at teenagers aged 13 to 17 in Bogotá. Through qualitative research with an exploratory, descriptive, documentary, and graphic approach, the study seeks to understand social imaginaries around disability and develop visual and narrative strategies that promote inclusion. The methodology is structured in five phases: research and analysis of audiovisual references, conceptual definition of the story, narrative and visual development, audiovisual prototype design, and impact assessment with young viewers. The short film tells the story of Lucas, a teenager with a physical disability who finds inclusion through basketball, using visual metaphors, emotional aesthetics, and accessible design. This project addresses the need to transform social perceptions through audiovisual content that fosters empathy and promotes values such as resilience, community, and equality. The expected outcome is the creation of an animated short that raises awareness, highlights the efforts and talents of athletes with disabilities, and contributes to a more inclusive vision of adaptive sports.

Keywords Disability, sports, inclusion, animated short film, awareness.

Introduction. Disability in sports is underrepresented in animation, reinforcing stereotypes, and limiting inclusion. The authors Garzón, L. V., Pachón, N. & Barreto, B. A. (2015) have established sport as a powerful tool to achieve full and true social inclusion. This project proposes an animated short film to raise awareness among teenagers, emphasizing the importance of sports inclusion. The justification lies in the need to transform social perceptions through visual and narrative strategies that foster empathy. According to Hernandez, J. D. (2024), learning through images is crucial in a visual world where our perception of the environment determines our interactions with it. The main objective is to design an inclusive short film, with specific goals focused on researching references, developing the product, and evaluating its impact. The qualitative methodology includes analysis, conceptualization, visual development, prototyping, and participatory evaluation. The most relevant result is the creation of an accessible and emotional short film that authentically represents athletes with disabilities. The project concludes that animation, when designed with an inclusive approach, is an effective tool to raise awareness and transform social perceptions of disability in sports. As stated by the authors Camargo Rojas, D. A., & Forero Cárdenas, C. V. (2018): “Since Neira's study conducted between 2010 and 2011, the situation of athletes with disabilities in Colombia, specifically in Bogotá, is still unknown. They have only recently begun to receive recognition at world championships in 2013-2014.”

State of the Art.

Several short films have addressed disability through visual and narrative resources that promote inclusion, cultural diversity, and accessibility. In *Rising Phoenix* (Bonhôte & Ettegui, 2020), the stories of Paralympic athletes from different cultures are told through dynamic images and firsthand accounts, highlighting cultural diversity in adaptive sport. *Ian: Una historia que nos movilizará* (Goldfarb, 2018) uses the metaphor of physical walls as a representation of social barriers, with a simple and emotional visual style that facilitates accessibility for all audiences.

In *Cuerdas* (Solís, 2014), the rope as a visual element symbolizes the bond between the characters and the inclusion of people with disabilities, using a universal narrative about friendship. *The Present* (Frey, 2014) uses the transformation of the main character, where disability becomes part of his identity, generating empathy through a simple and visually clear story. Finally, *No lo cambiaría* (Muñoz, 2024) uses the testimony of young people with disabilities to raise awareness through everyday experiences, showcasing cultural diversity in a local context.

Objective

The project seeks to create a short film that promotes the inclusion of people with disabilities in sports, using a non-dialogue visual narrative to raise awareness among adolescents aged 13-17, with or without disabilities, who are interested in the topic of inclusion in sports.

Methodology

The qualitative methodology is structured in five key phases: first, research and analysis of short films and materials on disability and inclusion to identify effective visual and narrative strategies; second, conceptual definition of the short film, including characters, conflict, and message; third,

narrative and visual development with scriptwriting, storyboarding, and selection of emotional and symbolic elements; fourth, design of an audiovisual prototype to evaluate pacing and narrative clarity; and finally, data collection through participatory evaluation with youths aged 13 to 17 to assess emotional and communicative impact, allowing product adjustments to maximize effectiveness.

Results

The project successfully designed an accessible and emotive animated short film that authentically represents athletes with disabilities. Using visual metaphors and a clear aesthetic, the short film generated empathy and awareness among young audiences. Participatory evaluation showed strong message comprehension, emotional connection, and positive responses to the visual and sound design. These results demonstrate that animation, when approached inclusively, is an effective tool to transform social perceptions of disability in sports. The goal is to raise public awareness and contribute to greater visibility of adaptive sports as a space for equality and effort.

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