



THE STATISTICS OF AUTONOMY

Reproductive Rights by the Numbers

Planning an animated infographic/data visualization for YouTube in Asana
by Sophia Basilone

SELECTION PROCESS

For the remaining 5 weeks of my project, it's important to dive in with a plan. Making a plan helps me to start thinking more in depth about the work I will be creating and ensures I stay on track. Having a plan in place allows me to better prioritize my time and makes sure I do not miss a step.

When choosing my project management system, I decided between two main options: Trello and Asana. Trello is the main system I use in my job. It's a Kanban-style system with multiple boards and is easy to read and understand at a glance. Asana, I have less experience using. It has the capabilities for multiple project views including the Kanban-style boards as well as waterfall-style lists.

To organize my plan for the remaining 5 weeks of my project I have chosen the project management system **Asana**. Since I have less experience with Asana, choosing it as my system gives me the opportunity to be proficient in multiple project management systems.

A large reason for choosing Asana is because I prefer their multiple format options. When I need a quick glance at my week, the list view works best for me, but when honing in on a specific task I find the board view is a better fit. I also prefer the way subtasks are laid out in Asana. Here, you can easily click a dropdown arrow (in both views) to easily view and check off subtasks. In Trello, the dropdown and adding subtask/checklist feature just feels clunkier to me. For my personal preferences, Asana is just a smoother application that fits multiple scenarios and is easy to understand at a glance.



ASANA SET-UP

After a few minor tweaks, I took the timeline I created in my project proposal and fleshed it out to create my detailed project plan. Each week has been set up in Asana with multiple primary tasks outlining the major artifacts that need to be completed for that week. Each of these major tasks have subtasks underneath, getting into the nitty gritty of exactly what needs to be completed.

***The detailed Asana plan will begin on Week 3 since the first week has passed and Week 2 includes creating the project plan. The remaining 5 weeks get into the bulk of the creation of the actual video.*

Phases

The weekly outline for each remaining phase goes as follows:

- **Week 3:** Scripting + Data Collection
- **Week 4:** Storyboarding and Animation Prep
- **Week 5:** Creation
- **Week 6:** Revisions
- **Week 7:** Delivery

Tasks

Each week tasks will differ depending on the phase of the project I am in. Weeks 3 and 4 for example will be heavier in the amount of tasks since there is a lot that needs to be done for planning and prepwork purposes. Weeks 5 and 6 though are lighter in the amount of major tasks since I will be primarily focused on animation at this point in the project. The work during these two weeks will, however, be very time consuming.

A blog post will be created and posted each week to catalog my progress for each of the phases. This task will be identical for each week of the plan since what is expected will not change from week to week.

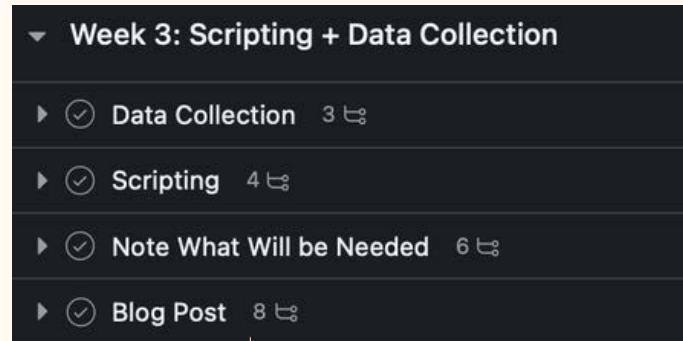
▼ Week 3: Scripting + Data Collection
▶ ☑ Data Collection 3 📅
▶ ☑ Scripting 4 📅
▶ ☑ Note What Will be Needed 6 📅
▶ ☑ Blog Post 8 📅
Add task...
▼ Week 4: Storyboarding + Animation Prep
▶ ☑ Storyboard Infographic 4 📅
▶ ☑ Collect Visuals 5 📅
▶ ☑ Tutorials 4 📅
▶ ☑ Visual Identity 5 📅
▶ ☑ Blog Post 8 📅
Add task...
▼ Week 5: Creation
▶ ☑ After Effects Animation 5 📅
▶ ☑ Blog Post 8 📅
Add task...
▼ Week 6: Revisions
▶ ☑ Revisions 3 📅
▶ ☑ Final Touches 3 📅
▶ ☑ Blog Post 8 📅
Add task...
▼ Week 7: Delivery
▶ ☑ Final Bibliography 3 📅
▶ ☑ Export 2 📅
▶ ☑ Youtube Video Prep 4 📅
▶ ☑ Launch 2 📅
▶ ☑ Blog Post 8 📅

WEEK 3: SCRIPTING + DATA COLLECTION

This week will focus on nailing down the exact direction of the infographic video.

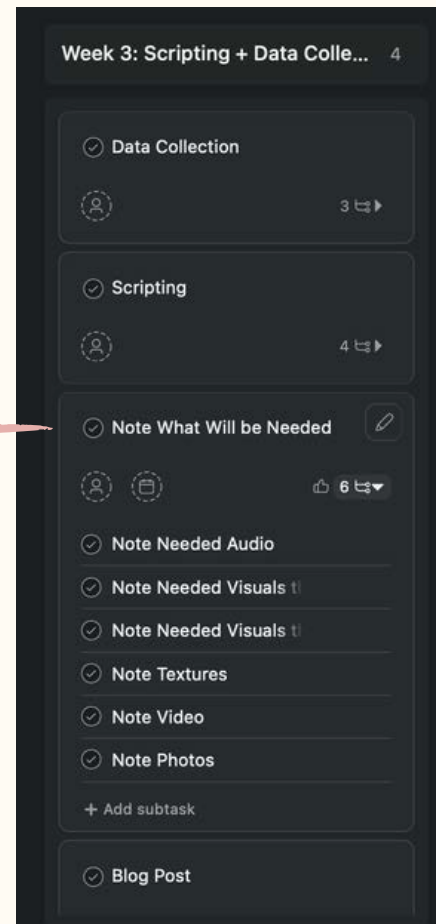
Major Tasks Include:

- **Data Collection:** Nailing down specific data points I want to use
- **Scripting:** Outlining the video and writing any necessary copy
- **Needed Artifacts:** Noting down any artifacts that I will need to create or gather



Lots of prep work and ironing out my vision this week

So I don't have to re-remember what I need to gather/make during Week 4



WEEK 4: STORYBOARDING + ANIMATION PREP

This week will focus on getting ready so I can jump right into animation. Most if not all of the prep work should be completed by this week to eliminate slow downs during the animation phase.

Major Tasks Include:

- **Storyboarding:** Sketching out the blueprint for the animation
- **Visual/Artifact Collection:** Creating and gathering the artifacts that were noted in the previous week
- **Visual Identity:** Defining typefaces and color palettes for consistency throughout the video
- **Tutorials:** Ensuring I understand how create what I'm envisioning

Week 4: Storyboarding + Animation Prep		
▶	✓ Storyboard Infographic	4 🗒️
▶	✓ Collect Visuals	5 🗒️
▶	✓ Tutorials	4 🗒️
▶	✓ Visual Identity	5 🗒️
▶	✓ Blog Post	8 🗒️

Week 4: Storyboarding + Anim... 5		
✓	Storyboard Infographic	
👤		4 🗒️
✓	Sketch Each Major Beat	
✓	Break Down Storyboard	
✓	Sketch Transitions	
✓	Note/Annotate anything	
+ Add subtask		
✓	Collect Visuals	📁 5 🗒️
👤		
✓	Tutorials	
👤		4 🗒️
✓	Visual Identity	
👤		5 🗒️

Week 4: Storyboarding + Anim... 5		
✓	Collect Visuals	
👤		5 🗒️
✓	Tutorials	
👤		4 🗒️
✓	Visual Identity	📝
👤		📁 5 🗒️
✓	Typefaces	
✓	Colors	
✓	Logo	
✓	Elements	
✓	Brand Board	
+ Add subtask		
✓	Blog Post	
👤		8 🗒️

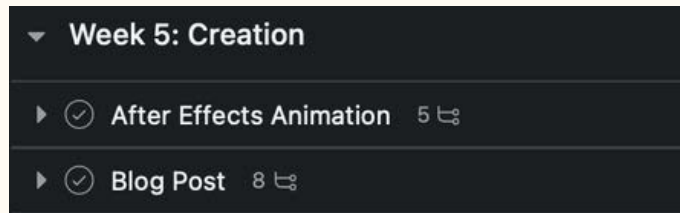
Nailing down what I want this video to look like

WEEK 5: CREATION

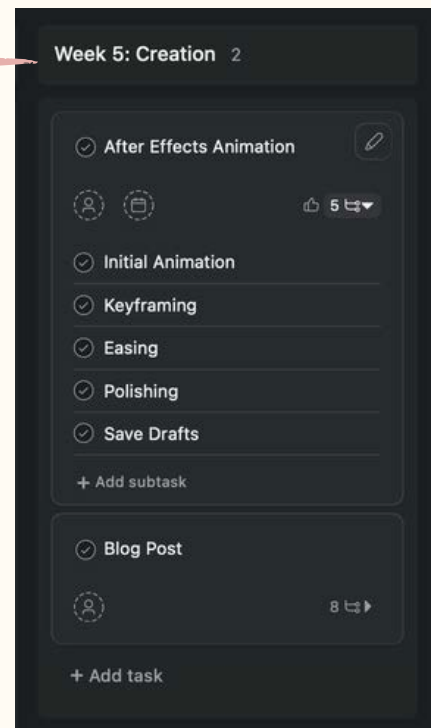
This week will focus on the actual creation and animation of the infographic.

Major Tasks Include:

- **Animation:** Creating the initial animation in After Effects as well as implementing keyframes, easing, and polishing it up.



Keeping in Mind:
This week looks very light on paper but will be very time consuming and the most important part of the project.

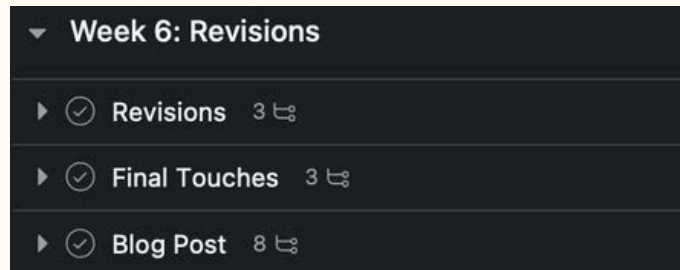


WEEK 6: REVISIONS

This week will focus on adding final touches and revising any aspect of the animation that needs to be fixed.

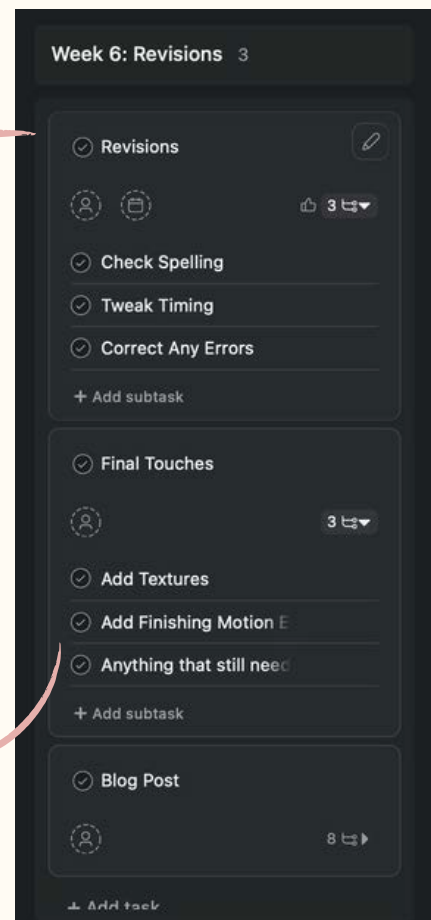
Major Tasks Include:

- **Revisions:** Ensuring everything is spelled correctly, timing feels right, and any potential errors that come up are corrected.
- **Final Touches:** Finishing up anything that still has not been animated and adding finishing textures and effects.



Avoiding any silly and preventable errors from making it to the final product.

This part will bring the animation to the next level. After this it will really feel professional and not flat.



WEEK 7: DELIVERY

This week will focus on preparing the final video for distribution.

Major Tasks Include:

- **Exports:** Exporting the final video from After Effects and making sure everything looks right.
- **YouTube Video Prep:** Writing the video title and description, making the thumbnail, and defining any video chapters.
- **Launch:** Posting the final video on YouTube and posting about it on my personal socials if I choose to do so.

Week 7: Delivery		
▶	✓ Final Bibliography	3
▶	✓ Export	2
▶	✓ Youtube Video Prep	4
▶	✓ Launch	2
▶	✓ Blog Post	8

It's almost go time! This week is dedicated to getting everything ready to I can hit post!

Week 7: Delivery 5		
✓	Export	
✓	Youtube Video Prep	
✓	Write Description	
✓	Define Video Chapters	
✓	Create Thumbnail	
✓	Write Title	
+	Add subtask	
✓	Launch	
✓	Blog Post	

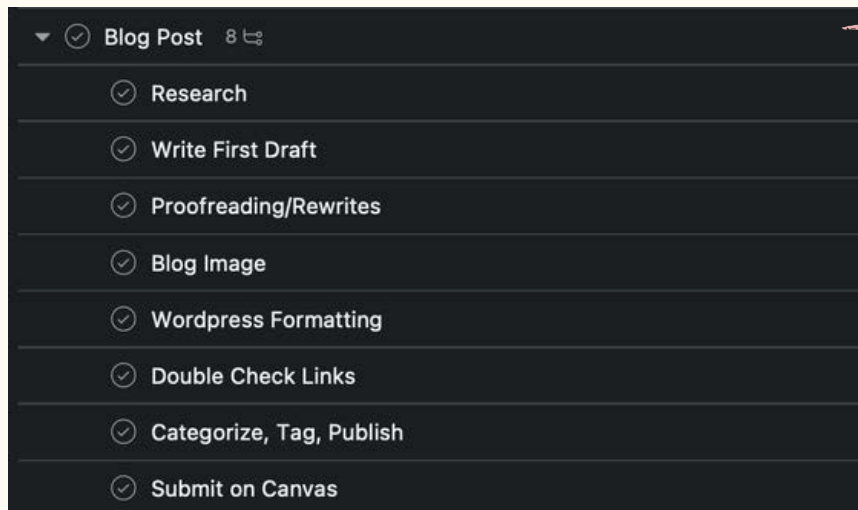
BLOG POSTS + FINAL THOUGHTS

Blogs

Showcased here is what needs to be completed in order to create my weekly blog post. Each post will catalog my progress throughout the creation process of my video.

To make each blog post come to life I will have to research, write drafts, proofread, create an image for my blog, format and post each blog.

Follow along with my blog at sophiabiloneblog.com



Remembering how much goes into a post helps in allocating the right amount of time to create it!

Closing

Creating a detailed animated infographic such as the one I intend to make has a lot of moving parts. That is why taking the time to create this plan is so important. Now, with my Asana all laid out I can easily see what needs to get done, when it needs to get done, and what exactly will go into getting it done. Taking the time to set up my plan will save me time in the long run and sets me up for success as I am going through the creation of this animated infographic. With this plan I'm ready to take on the project ahead without the fear of missing something or falling behind.

CONTACT

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