



THE STATISTICS OF AUTONOMY

Reproductive Rights by the Numbers

A proposal for an animated infographic/data visualization for YouTube
by Sophia Basilone

INTRODUCTION

This proposal outlines the concept, goals, audience, structure and execution plan for an animated infographic titled **The Statistics of Autonomy**. This project blends education with creative and engaging information displays explaining the statistics behind women's reproductive rights in the United States. I intend to create a full, thoughtful picture, through the discussion of a variety of corresponding subject areas such as demographics, violence, contraception and more.

From my preliminary research, the **market is filled** more so **with explainer style videos** than the kind of primarily fact based content I plan to create. Most videos I do see in the style I am envisioning are inside of larger formats like documentaries, **13th's graphics** being one of my **main visual inspirations** for this format. Similar videos with a smaller format are usually slower paced and alongside slower music, making them drag. This will situate my animated infographic in a unique, nearly untapped niche in the information design space.

After the overturning of Roe v. Wade in 2022 access to safe abortion and reproductive health have greatly declined in the United States while the hate and stigma around the subject has been on the rise. As a graphic and motion designer with a deep care for women rights, a project like this allows me to present the facts of such a prevalent topic in an age where misinformation is prominent. My hope is that this intersection of fact and engaging video content will **make learning about the topic of reproductive rights more accessible** to the average content consumer.

I will outline the deliverables and the production plan for my animated infographic as well as breaking down the content of my video. With a combination of thoughtful and intentional research, clear and engaging visuals, and strategies to succeed on Youtube I plan to engage and inform my audience on the importance of women's reproductive rights at a time where it is more important than ever. In the end, I'll create an engaging, well-researched, and important informational motion graphic.

OBJECTIVES + GOALS

The primary goal of this project is to use the animated infographic/ data visualization format to **engage and educate viewers** on the facts behind women's reproductive rights.

My specific objectives are to:

- 1 Educate viewers on the history and importance of reproductive rights in the United States.
- 2 Give viewers concrete facts so they can understand the impact of limited abortion and reproductive care access.
- 3 Display information in a way that's easy to understand in a short window of time.
- 4 Tell a cohesive story instead of just putting numbers on a screen.
- 5 Produce a consistent and visually engaging final product that is well paced and does not feel flat or drag at any point.
- 6 Ensure all research is accurate and does not spread any misinformation or cause any harm.
- 7 Show a high level of planning, strategy and execution resulting in professional animation and creative direction.

TARGET AUDIENCE

The target audience for my video includes individuals interested in reproductive rights and are open to learning about the facts. Specifically, my target audience is women in their **20s and 30s** who are most affected by threats to reproductive freedom. A secondary audience I would like to access are people, men and women, who are undereducated and misinformed about the importance of reproductive rights. This video is especially suited for a **Gen Z to Millennial** audience who may not know a ton on the topic but are willing to learn.

By combining engaging, professional-level visuals with educational content and facts I can connect with a wide audience while also informing those who care most and are most affected by the limitations of women's reproductive rights in the US.

OVER 1 MILLION

abortions were performed in 2024 alone

MORE MONTHLY

Since Roe v. Wade was overturned, the amount of monthly abortions has actually increased (just under 80K in 2022 to just under 100K in 2025)

Where the Audience Spends Most of Their Time

The audience already spends their time on Youtube and it has the longest total user time of any platform. Other than that, my audience spends a majority of its time on other social media apps like Instagram and TikTok. Since my video will be a horizontal format I plan to post on Youtube, as the other main platforms lend themselves better for vertical content.

NUMBER ONE

Youtube is the #1 online video platform with 28 billion visits in April 2026 alone.

RESEARCH + PLANNING

What I Need to Learn/Verify

For this project I need to ensure I understand the facts I am telling, the history of reproductive care in the United States, and the restriction of these rights post *Roe v. Wade* is so important today.

For the creation of the video itself I will need to understand the exact strategies for making effective and engaging charts and graphics to ensure I'm presenting the information in the most effective way.

guttmacher

Planned
Parenthood

Where my Information is Coming From

I am pulling my information from a variety of sources from fact sheets, to articles, to documentaries and podcasts. I'm pulling facts from credible leading sources in the field resources such as the **Guttmacher Institute**, **Planned Parenthood**, the **National Abortion Federation**, and more. Documentaries I am pulling from include *The Janes* and *Reversing Roe*. Insights also come from the **Repros Podcast**, which is focused on sexual and reproductive health and rights and interviews experts in the field.



Keeping my Information Factually Solid

To keep what I publish factually solid I plan to first double check my sources and statistics, making sure I have the **most up to date information**. I plan to **list when the data was collected** in my video, either during the main part or in the sources/description so my audience can easily reference when the data was collected. Finally, I plan to **stick to the facts** as much as possible to avoid the final product coming off as biased and therefore less credible.



TIMELINE

A week by week breakdown of the production timeline for this project.

WEEK 1

Initial Research: Early stages of research into the topic, medium, and distribution method of choice.

WEEK 2

Planning + Further Research: Refining my timeline, research, and creative direction to ensure I am ready to hit the ground running.

WEEK 3

Data Collection + Scripting: Collecting all the data points needed for the video and scripting out exactly what I want mentioned and how.

WEEK 4

Storyboarding + Animation Prep: Planning out visuals, timing, transitions, and content order of the video as well as gathering resources for the video.

WEEK 5

Creation: Diving into Adobe After Effects, creating the initial animation.

WEEK 6

Revisions: Tweaking any timing issues, other errors, and adding final touches on the video.

WEEK 7

Delivery: Finalizing anything that still needs to be completed. Write description and prepare video chapters, promotion, and post on Youtube.

DELIVERABLES

I will be creating **one** in-depth motion graphic with a **minimum length of 45 seconds - 1 minute**. It will include a mix of digitally created graphics, photography, music, sound effects, and possibly audio clips to create the complete final product.

I will post once on Youtube when the full video is completed. There is a possibility of also posting the full video or a snippet on my professional Instagram account after the conclusion of the seven weeks.

Content Breakdown

My video will touch on each of the following topics in women's reproductive care:

- History of reproductive rights in the United States
- Danger of unsafe abortions
- Demographics of who gets abortions and how
- How the overturning of Roe v Wade has affected the US.
- Importance of contraceptives
- Violence from anti-abortion extremists
- Resources

Tools For Creation

- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Canva
- Procreate
- Handmade/drawn Elements

FINAL THOUGHTS

Final Creative Vision

The final animated infographic will be a comprehensive and well researched video that blends storytelling and data, featuring:

- Dynamic transitions and animations
- Grunge style with lots of texture
- Handmade/Hand drawn Elements
- Audio clips of interviews if possible
- Consistent color palette
- Creative ways of showing data

In the end, the final product will feel informative, professional, and like something you would reasonably see in a documentary film.

Closing

With this project I hope to spread awareness around the topic of women's reproductive rights in the US, something that I care very deeply about. I hope to not only give people surface level information, but something deeper that pushes them to think.

I expect the medium I have chosen to prove difficult and to really push my (and my computer's) skills as a motion designer. I plan to use strategies and methods I have been looking to learn for a long time and have not yet mastered. I am nervous my final video will not be able to meet my own expectations. I am, however, very excited for the challenge and aim to make something I am proud to show off.

CONTACT

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