

Hello everyone!

Last month @kethfinex

expressed that Lido needs more instructional videos and artwork to complement social media posts so I have been working on onboarding more artists/ video editors to make really cool stuff for Lido.

There are two focuses:

1.) Commissioning artists to make simple drawings/artwork.

For example, an anon named @wapmasters1

on twitter made this drawing highlighting the Ledger/Lido integration that is being announced next month.

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Lido-ledger integration

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](<https://europe1.discourse-cdn.com/business20/uploads/lido/original/1X/f7a101dc8b38a7e1a099dcd13ce9b6adb6f068c6.jpeg>)

These types of drawings are intended to be simple and easy to produce but give our content more flavor. These drawings usually take 2-3 days to make and cost \$300-500 depending on the artist.

2.) Producing high quality/long form videos or short gifs.

These videos take time and coordination between Lido and the video editors to make fantastically beautiful videos. This includes:

- Short animations to complement social media posts. 5-10 seconds

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- Instructional videos on how to provide liquidity to Curve, deposit stETH into Inverse Finance, etc. 1-2 minutes

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- Slick/high quality videos to explain what Lido is. 1-3 minutes

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Some examples of the quality I'm aiming for is this short video from Argent:

<https://twitter.com/argentHQ/status/1408415171207438338>

or

something like this video from the 0x protocol: [What is 0x? - YouTube](#)

Progress on this has already started. I have been working with a video editor named @DedWhaleson

on Twitter. He has previous done videos for FTX https://twitter.com/FTX_Official/status/1335085451481214977 and DeFi protocols such as @0x_nodes

https://twitter.com/0x_nodes/status/1359747373933625345

He has already produced some fun animations for Lido that I'm really excited for. I can't figure out how to upload the video animations onto Discourse so DM me if you are curious and I can show you.

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image

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](<https://europe1.discourse-cdn.com/business20/uploads/lido/original/1X/83de470e37241540025a553cf2f0241fa1d53f2a.png>)

Videos of this quality take many hours of work(10-50 hours) and multiple iterations(3-4 reviews with critiques and suggestions). The cost to make videos of this caliber are \$80-\$100 per hour.

I have included Stan(He is the person who helped design Lido's brand) in this process and looking for one or two more people that want to be part of the critique/editing process (Preferable people who helped design Lido from the beginning). The commitment would be joining a meeting every week or so to discuss and critique the videos DedWhaleson is making. I would handle the majority of the work/coordination. So if you feel like you have a good eye for design please reach out to me on Telegram, Twitter, or discord.

Funding for these efforts will come from LEGO committee members' discretionary funds.

Anyway, Im excited to be working on this and hope to improve Lido's branding and social media presence with this effort. Have a great weekend guys!