

SIMATS UNIVERSITY STUDIO

Saveetha Institute of Medical and Technical Sciences always believes that knowledge conquers all. Knowledge is transferred through the right education at the right institution at the right time. Upgradation is always the right thing to do with time. In the present digital era and with the metaverse era about to come, the digital footprint has become a mandate for all sectors.

On that note, SIMATS is all set to reach out to the kith and kin through its digital platform. A studio is set up in a compact space that is sufficient to accommodate educational video production. Being an educational institution, SIMATS is not restricting its content to education only. The longer vision of the SIMATS Studio is to eventually become a platform of authentic infotainment.

The pre-production, production, and post-production team of content writers, directors, cinematographers, editors, video presenters are all set to showcase and enhance their creative abilities to make the vision an existing reality.

The studio is set to be equipped with 3 fully loaded Mac for the post production. The production equipments are a full frame camera with appropriate lenses, Manfrotto MVKBFR tripod, Godox sl150w mark ii for key light, Godox m1 RGB light for BG, Jenie beauty box with grid, Godox SoftBox and DJI Ronin SC Gimbal for motion capture.

What - Dental topics decoding and public awareness

Who - Dental students and the general public who seek dental awareness.

When - Bi-monthly to start with, eventually weekly.

How - Form a team from various departments who can provide contents on their subject matters. Exclusive production team to focus more on this content creation for better quality and productivity.

Why - To get better visibility and credibility among the people, to give them a personal connection with the brand.

The following contents are curated in such a way that they are relevant to their corresponding target groups. Attracting the niche is the key to achieve better visibility, the audience bandwidth can be widened eventually.

Category	Description	Target Group
Student Tutorial	An expert will decode complex topics for the students to easily comprehend. This video will involve an expert talk complimented by graphical representations.	Dental Students / aspirants
Public Awareness	<p>a) This involves an expert with a host (voice of public), where the expert points to the ignorant areas among people.</p> <p>b) FAQ by patients during the treatment.</p>	General public
Digital Newsletter	The Host will brief monthly achievements of the faculty and students.	Students, parents, aspirants.
Public survey	Public survey in rural places on regular mandatory oral hygiene practices	General Public

Additional information :

<https://www.youtube.com/channel/UCDIfUyJGc2q0gz7tdzFEIFw/videos>

The screenshot displays the YouTube channel page for SIMATS University Studios, which has 30 subscribers. The channel is categorized under 'VIDEOS'. The 'Uploads' section features a grid of 24 video thumbnails, each with a title, view count, and upload date (all from 5 months ago). The videos cover various topics in dental anatomy and physiology, including the maxilla, ethmoid bone, eyelids, nasal cavity, optic nerve, blood vessels, lacrimal bone, nasal bones, frontal bone, ophthalmic veins, facial blood supply, extraocular muscles, and the orbit.

The newsletter graphic has a yellow and orange textured background. It features a collage of dental and surgical images. The text 'NEWSLETTER' is in a bold blue font, 'December' 21' is in a purple script font, and 'SDC' is in large purple outline letters. The collage includes images of dental procedures, surgical operations, and dental models.