

Response Summary:

Q1. Applicant Information

Name (first and last)	Vivian
Email address	Nguyen
Phone number (xxx) xxx-xxxx	vypnguyen@ucdavis.edu
Name of Department/ Unit/ Student Organization	Davis Design Interactive
What is your role or position within the Department/ Unit/ Student Organization?	Co-President

Q2. Event/ Program Information

Name of the Event/ Program	Davis Design Fest
Date(s) of Event (include the year)	February 21-22, 2026
Location	Teaching & Learning Complex
TOTAL event/ program budget (\$x,xxx)	\$5,413.30
Funding request amount from COSAF (Student Programming Fund) (\$x,xxx)	\$4,072.25

Q3. Please provide a detailed description and purpose of the event/ program.

Davis Design Fest is UC Davis' annual UX design-a-thon hosted by Davis Design Interactive. This 2-day event provides an inclusive space for students to gain hands-on and collaborative project experience, develop their critical design thinking and skills, and access a multitude of professional and educational resources in navigating UX. Students will have 24 hours to tackle a specific prompt and design innovative, transformative, and empathetic solutions. Students will also be given the opportunity to present their work to industry professionals for feedback, gain insights from mentors, and attend skill-building workshops.

Q4. How will the requested funds be utilized to support this event/ program?

The requested funds will be utilized to ensure that our participants receive meals and refreshments throughout the event, as well as high-quality resources, perks, and prizes for their hard work. Funds will also be used towards supplies that will support the event's logistics and publicity. Some funds will also go towards reimbursing our professional mentors who will be travelling from outside of Davis to support our students.

Q5. Please enter estimated attendance for the following groups.

UC Davis Students	170
UC Davis Staff	0
Faculty	0
Other (please specify and include number)	15 (UC Davis alumni and professional mentors, potential keynote speaker)

Q31. If this event does not receive funding or receives only partial funding, how will the event be impacted?

Without adequate funding and resources, there would be difficulties in ensuring that every participant receives meals throughout the event. Additionally, we'd love to be able to recognize our students' hard work and dedication through prizes, perks, and supportive resources such as mentorship. Funding is also essential for providing high-quality resources to enrich our community professionally and educationally. We'd love to reach as many students as possible, so funding is also essential to our publicity and marketing.

Q6. Who is the target audience of the event/ program? (e.g. students, program participants, users of a specific service)

The target audience includes aspiring UI/UX designers or anyone who is interested in exploring and learning more about the field of UI/UX. Overall, the event is open to all students.

Q7. What program, activity, or service will be provided? (e.g. six-week training program, instructional class or activity, structured community program that exposes students to new ideas and experiences)

We are providing a space for aspiring designers to collaborate in teams with mentorship, insightful workshops to foster professional and educational development, and an opportunity for students to gain hands-on project experience for their resumes and portfolios.

Q10. How does the event/ program provide services that are of growing interest to students? (if applicable)

UX Design is a field going under rapid growth. However, resources and opportunities are limited with a high barrier of entry. Many students are seeking guidance, in-depth curriculum, and the chance to design impactful solutions that showcase their skills. Our event provides free and easy access to industry mentorship, educational resources for skill-building, and an opportunity to get your foot in the door. We're also hosting beginner-friendly workshops to assist those who may be exploring the field for the first time.

Q11. How does the event/ program foster diversity, equity, and inclusion? (if applicable)

Our organization values inclusivity and intersectionality, which starts with lowering the barrier of entry to UX design resources and education. This free event is open to all UC Davis students of any background, major, experience level, etc. Every student deserves the chance to grow, learn, and access helpful resources and opportunities.

Q12. How does the event/ program provide crucial services to students? (if applicable)

Our event provides students with professional and educational resources that are necessary in navigating the UX field, as well as the opportunity to network with industry professionals who may serve as workshop speakers, mentors, and judges. Students will also have the opportunity to take part in an impactful design project that they can use in their resumes and portfolios.

Q32. How does the event/program benefit a large range of student population?

UX Design is rapidly gaining interest among college students, and UC Davis stands out as the only UC offering a comprehensive and specialized Design major. This event not only helps experienced Davis designers sharpen their skills, but also creates an inclusive space for students curious about UX to explore the field and discover how to get started.

Q13. Has your Department/ Unit/ Student Organization put on this event in the past?

- Yes

Q14. Please provide the following information on the previous event(s).

Event date(s) (Month(s)/ Date(s) / Year)	March 2, 2024
Location	Teaching & Learning Complex
Total attendance	110

Q15. How was the success of the event measured?

Metrics of attendance, UC Davis community impact, and participant feedback were used in measuring the success of the event. Event participants were asked to report their thoughts about the event in a feedback survey, with students stating that this event was valuable to their growth as designers.

Q33. If this is an annual event, is there a change to funding from previous years?

- Yes

Q34. If Yes, what is the change?

There has been a change in funding since last year. Due to the increased scale of this year's event and change in program agenda, our budget has also increased to accommodate more attendees and thus more food, resources, etc.

Q35. If this is an annual event, is there a substantive change to the program agenda from previous years?

- Yes

Q36. If Yes, what is the change?

Last year's event was a 1-day event, giving students 8 hours to tackle a prompt and design solutions. This year, we've extended it to be a 2-day event with a full 24 hours of designing. Day 1 of the event will take place from 11am-8pm, and Day 2 will be from 12pm-6pm. The agenda includes workshops, opening/closing ceremonies, design and work sessions, and meal times.

Embedded Data:

N/A

FUNDING AMOUNT REQUESTED FROM COSAF | 2025-26

Name of Event/Program:

Davis Design Fest

Name of Department/Unit/Student Organization:

Davis Design Interactive

Program Date(s) in 2025-26:

February 21-22, 2026

ITEM	ESTIMATED COST	SUB-TOTAL
FACILITY: Room Rental, Room Set-Up, Equipment Rental, Audio/Video		
1.	Room Reservations	\$ 215.00
2.		\$ _____
3.		\$ _____
4.		\$ _____
5.		\$ _____
6.		\$ _____
		\$ 215.00
FOOD: Refreshments, Breakfast, Lunch, Dinner (include estimated cost per person)		
7.	Dinner Costco Pizza (\$0.83 per person)	\$ 149.25
8.	Snacks (chips, cookies)	\$ 70.00
9.	Lunch Dumpling House (\$7 per person)	\$ 1,260.00
10.		\$ _____
11.		\$ _____
12.		\$ _____
		\$ 1,479.25
PERFORMERS, GUEST SPEAKERS, HONORARIA		
13.		\$ _____
14.		\$ _____
15.		\$ _____
16.		\$ _____
17.		\$ _____
18.		\$ _____
		\$ 0.00
PUBLICITY/MARKETING: Flyers, Posters, Advertising, Mailing, Printing		
19.	Flyers	\$ 85.00
20.	Stickers	\$ 90.00
21.	T-Shirts	\$ 2,000.00
22.	Award Certificates	\$ 35.00
23.		\$ _____
24.		\$ _____
		\$ 2,210.00
SUPPLIES: Decorations, Online Tools, Software, Licenses		
25.	Paper Plates	\$ 18.00
26.	Napkins	\$ 10.00
27.	Helium Tank	\$ 50.00
28.	Balloons	\$ 45.00
29.	Staff Lanyards	\$ 20.00
30.	Website Domain	\$ 25.00
		\$ 168.00
TRAVEL: Transportation, Parking, Lodging		
31.		\$ _____
32.		\$ _____
33.		\$ _____
34.		\$ _____
35.		\$ _____
36.		\$ _____
		\$ 0.00

Total Amount Requested from COSAF: \$ 4,072.25
