Joseph Kerr:

Fringe Choose Your Own Adventure Design Bible

The delivery medium is a PC

The navigational pentagon is used to move on to next slides, pick a story path, go back to the case files.

The pentagon was chosen because when people see it they associate it with the government and is used in the show. The Fringe team is part of the FBI

The case files are placed upon a wood grain desk to mimic the look of Broyles desk at fringe division.

In the CLUE scenes, invisible buttons to activate the clues are hidden within the picture. Animated illustrations of the team come into view. Finding the clues is meant to be a little bit difficult.

Typfaces:

FRINGE: IMPACT

Chosen for it’s similarity to a common typeface used on the show. Used in story options and headings and story body.

FRINGE: Times New Roman

Used to mimic a typewriter which also is a bit of a running theme in the show. Also chosen due to its ability to appear on official documents.

Color Palettes not including images.





This is the only navigational button: Some of them are accompanied by words but some are just blank assuming the user will figure it out.





