

# DOG

## *in the Night*

Written by Adrian Shaughnessy  
Published on June 4, 2004  
Filed in Voice: Journal of Design in Cultural Exchange

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publisher: 'If we put this out, we'd sell three copies,' they said. The American cover (FIG. 2) is blandly neutral in comparison: the design is mainly typographic with a graphic of an upturned dog as the only concession to the story's central motif. It looks as if the US publisher is attempting the difficult balancing act of trying to appeal to both the young and the not-so-young, but only succeeding in crash landing somewhere in between.

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Mullan spotted that the use of a sans serif font (Frutiger) aided the author's intent: "The font's discomforting simplicity," he states, "is perfectly suited to Haddon's narrator, Christopher, in all his pedantic veracity (sometimes just cataloguing or enumerating) and the plainness is even there in the lettering."

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After switching to left-justified without hyphens, I had to adjust the font size and leading a touch to get it all to fit.

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