

How to use placeholder text

Designers use placeholder text to fill blocks with written content that looks like a more-or-less normal distribution of words but contains no distracting repetition. One type of placeholder text is *lorem ipsum*, a standard set of filler text used in the printing and typesetting industry. You can learn more about the interesting history of *lorem ipsum* and even find out [what it actually means here](#).



Figure 1 Puzzle design project using placeholder text

Automatic placeholder text

Adobe InDesign has a built-in placeholder text function. You can use this feature to fill a text frame automatically, to try different kinds of formatting, to make a design look complete, and so on.

To use placeholder text:

1. Start Adobe InDesign and create a new document.
2. Select the Type tool in the Tools panel (**Figure 2**) and drag the pointer across the page to create a text frame (**Figure 3**).

If you have not clicked elsewhere after you created the text frame, the text frame should be active and a blinking insertion point should appear in the upper-left corner of the text frame.

3. If you do not see the insertion point, click in the text frame with the Type tool.
4. Choose **Type > Fill With Placeholder Text**.

The text frame fills with text that looks like real copy but is unreadable *lorem ipsum* text (**Figure 4**).

5. Select all of the placeholder text.

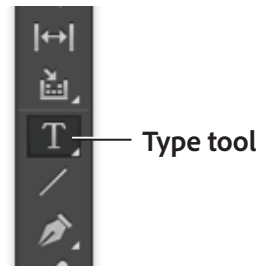


Figure 2 Tools panel

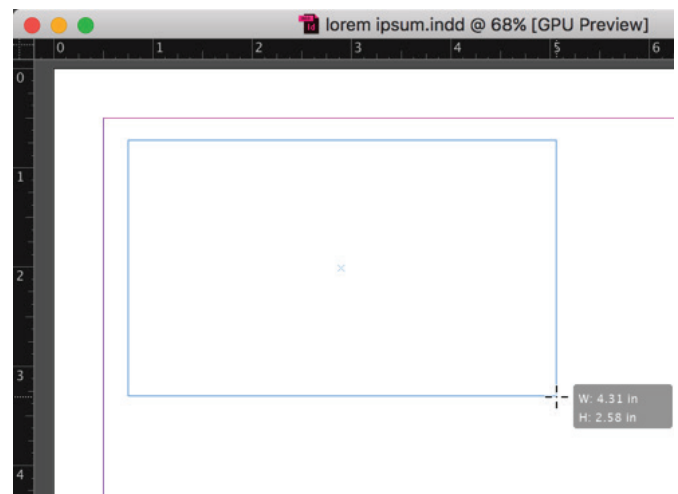


Figure 3 Drawing a text frame with the Type tool

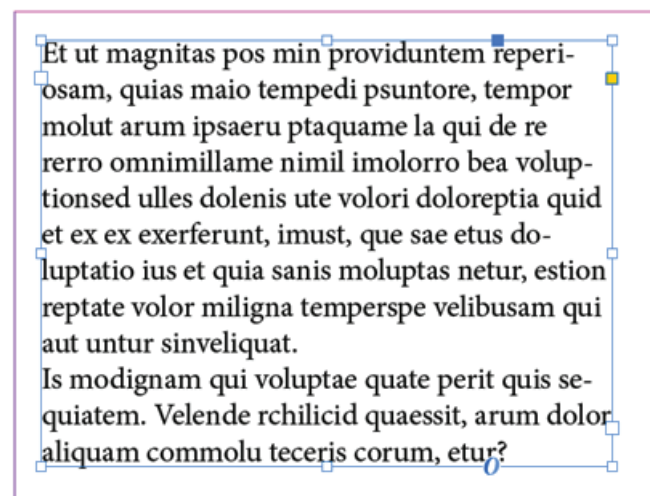


Figure 4 Placeholder text added to frame

- Using the Control panel, apply formatting to the text. For example, change the leading, change the text to small caps, or change the text size. For more information about how to format text, please see the InDesign guide "How to use text."

Observe that your formatting has been applied to the placeholder text (**Figure 5**).

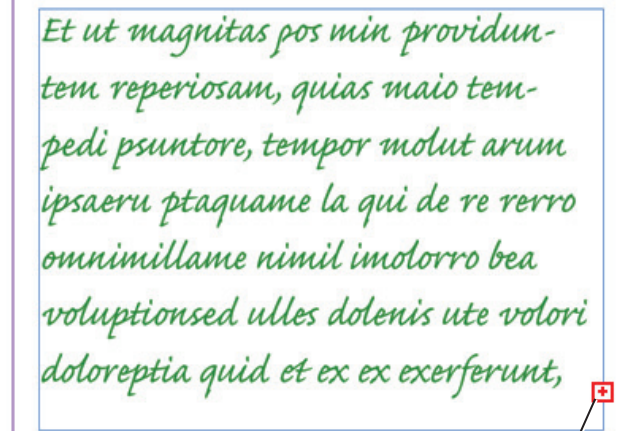
The text may also now be overset, as indicated by the red plus sign (+) in the lower-right corner of the text frame. The red plus sign indicates there is more text to be placed but no more text frames in which to place it.

To fit the text in the frame, you either need to change the size of the frame or replace the placeholder text with new text.

- (Optional) If text is overset, select all of the text in the frame and press Delete.

Choose **Type > Fill With Placeholder Text**.

The frame is filled with placeholder text with the formatting you applied (**Figure 6**) and the text is no longer overset.



Overset text icon

Figure 5 Formatting applied to placeholder text

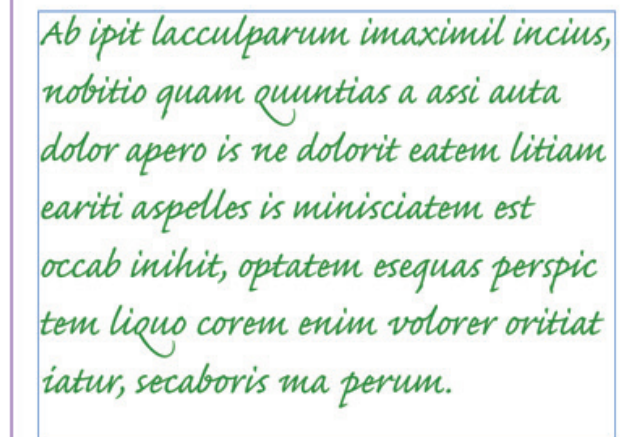


Figure 6 Frame refilled with placeholder text

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