How to use placeholder text

Designers often use placeholder text, or “lorem ipsum” text, to fill text blocks with text that looks like actual copy but contains no distracting repetition.

Adobe InDesign CS6 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 1**) and drag the pointer across the page to create a text frame (**Figure 2**).

   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 (**Figure 3**).
5. Select all of the placeholder text.

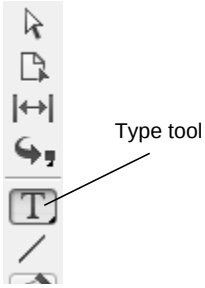

Figure 1 Tools panel

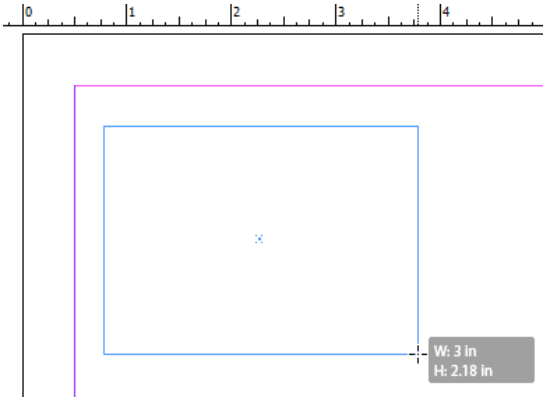

Figure 2 Drawing a text frame with the Type tool

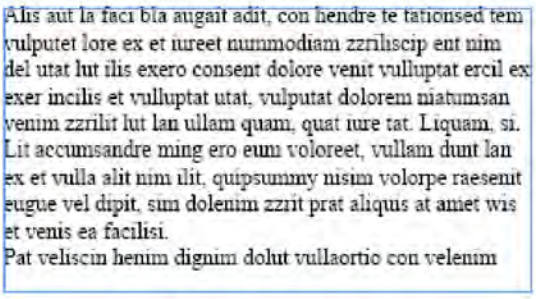

Figure 3 Placeholder text added to frame.

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6. 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.

   Observe that your formatting has been applied to the placeholder text (**Figure 4**).

   The text is also now 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.

7. Select all of the text and press Delete.

8. Choose Type > Fill With Placeholder Text.

   The frame is filled with placeholder text with the formatting you applied (**Figure 5**) and the text is no longer overset.

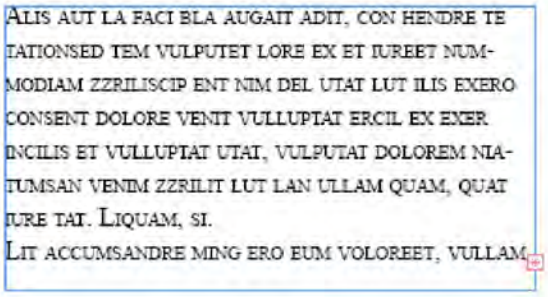

Figure 4 Formatting applied to placeholder text

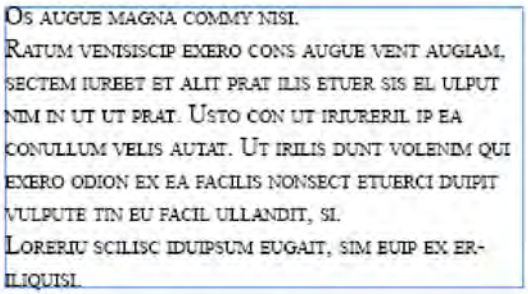

Figure 5 Frame refilled with placeholder text

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