Lorem Ipsum

Contents

Lorem Ipsum

Learn what Lorem Ipsum means.

What does it mean?

Figure 1: Lorem Ipsum

A quick and simplified answer is that Lorem Ipsum refers to text that the DTP (Desktop Publishing) industry use as replacement text when the real text is not available.

Why Lorem Ipsum?

Learn why Lorem Ipsum is used so frequently.

Do a search for "Lorem ipsum" on the internet, is it a surprise that hundreds of thousands of results are returned. There are a few reasons for this, when you consider that most of the websites listed in the search results contain "lorem ipsum" for no specific purpose.
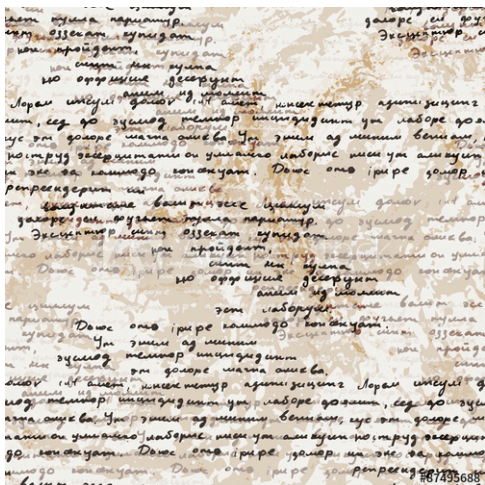
Table 1: Table below presents the reasons why Lorem Ipsum is used so frequently.

Reason 1	Some html or web editors on the market allow users to create a web page and automatically inserts Lorem ipsum text as a place holder, the users leave this text in.
Reason 2	Similar to reason 1, there is a word processing or dtp application on the market that allows the users to create websites and also contains default lorem ipsum filler text.
Reason 3	Internet hosts provide default websites for their customers which contain Lorem Ipsum text.
Reason 4	People use Lorem Ipsum text on their web sites and forget to delete the text or have their websites indexed by search engines before the blind text is removed.

History

Learn the history of Lorem Ipsum.

Lorem ipsum is typically a corrupted version of *'De finibus bonorum et malorum'*, a 1st century BC text by the Roman statesman and philosopher Cicero, with words altered, added, and removed to make it nonsensical and improper Latin.

Versions of the *Lorem ipsum* text have been used in typesetting at least since the 1960s, when it was popularized by advertisements for Letraset transfer sheets.

Lorem ipsum was introduced to the digital world in the mid-1980s, when Aldus employed it in graphic and word-processing templates for its desktop publishing program PageMaker. Other popular word processors including Pages and Microsoft Word have since adopted *Lorem ipsum*, as have many LaTeX packages, web content managers such as Joomla! and WordPress, and CSS libraries such as Semantic UI.

In design magazine, Before and After Magazine, a journalist wrote in volume 4, number 2 the following:"*Lorem ipsum is latin, slightly jumbled, the remnants of a passage from Cicero's 'De finibus bonorum et malorum' 1.10.32, which begins 'Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit...' [There is no one who loves pain itself, who seeks after it and wants to have it, simply because it is pain.]. [de Finibus Bonorum et Malorum, written in 45 BC, is a treatise on the theory of ethics very popular in the Renaisance.]*"

"*What I find remarkable is that this text has been the industry's standard dummy text ever since some printed in the 1500s took a galley of type and scrambled it to make a type specimen book; it has survived not only four centuries of letter-by-letter resetting but even the leap into electronic typesetting, essentially unchanged except for an occasional 'ing' or 'y' thrown in. It's ironic that when the then-understood Latin was scrambled, it became as incomprehensible as Greek; the phrase 'it's Greek to me' and 'greeking' have common semantic roots!*"

Lorem Ipsum: original version

Learn what original version of Lorem Ipsum is.

As previosuly mentioned, most of its text is made up from sections 1.10.32–3 of Cicero's De finibus bonorum et malorum (On the Boundaries of Goods and Evils; finibus may also be translated as purposes). Neque porro quisquam est qui do**lorem ipsum** quia **dolor sit amet, consectetur, adipisci v**elit is the first known version ("Neither is there anyone who loves grief itself since it is grief and thus wants to obtain it"). It was found by Richard McClintock, a philologist, director of publications at Hampden-Sydney College in Virginia; he searched for citings of consectetur in classical Latin literature, a term of remarkably low frequency in that literary corpus.
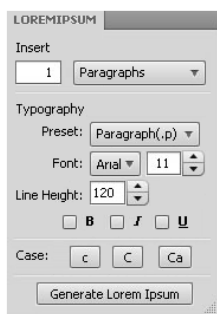
Cicero famously orated against his political opponent Lucius Sergius Catilina. Occasionally the first Oration against Catiline is taken for type specimens: Quo usque tandem abutere, Catilina, patientia nostra? Quam diu etiam furor iste tuus nos eludet? (How long, O Catiline, will you abuse our patience? And for how long will that madness of yours mock us?)

Cicero's version of Liber Primus (first Book), sections 1.10.32–3 (fragments included in most Lorem Ipsum variants in bold):"Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos, qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui do**lorem ipsum**, **quia dolor sit amet, consectetur, adipisci[ng] v**elit, sed quia non numquam **[do] eius modi tempora inci[di]dunt, ut labore et dolore magnam aliquam** quaerat voluptatem. U**t enim ad minima veniam, quis nostrum exercitation**em **ullam co**rporis suscipit laboriosam, **nisi ut aliquid ex ea commodi consequat**ur? **Quis aute**m vel eum **iure reprehenderit**, qui **in** ea **voluptate velit esse**, quam nihil molestiae consequatur, vel **illum**, qui **dolore**m **eu**m **fugiat,** quo voluptas **nulla pariatur**?"

Variants and technical information

Learn how to use Lorem Ipsum in practice.

In 1985 Aldus Corporation launched its first desktop publishing program Aldus PageMaker for Apple Macintosh computers, released in 1987 for PCs running Windows 1.0. Both contained the variant lorem ipsum most common today. Laura Perry, then art director with Aldus, modified prior versions of **Lorem Ipsum** text from typographical specimens; in the 1960s and 1970s it appeared often in lettering catalogs by Letraset. Anecdotal evidence has it that Letraset used **Lorem ipsum** already from 1970 onwards, eg. for grids (page layouts) for ad agencies. Many early desktop publishing programs, eg. Adobe PageMaker, used it to create template.

Most text editors like MS Word or Lotus Notes generate random **lorem text** when needed, either as pre-installed module or plug-in to be added. Word selection or sequence don't necessarily match the original, which is intended to add variety. Presentation software like Keynote or Pages use it as a samples for screenplay layout. Content management software as Joomla, Drupal, Mambo, PHP-Nuke, WordPress, or Movable Type offer **Lorem Ipsum** plug-ins with the same functionality.

Usage

Learn how Lorem Ipsum is used.

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout. Lorem ipsum is mostly a part of a Latin text by the classical author and philosopher Cicero. Its words and letters have been changed by addition or removal, so to deliberately render its content nonsensical; it's not genuine, correct, or comprehensible Latin anymore. While **lorem ipsum**'s still resembles classical Latin, it actually has no meaning whatsoever. As

Cicero's text doesn't contain the letters K, W, or Z, alien to latin, these, and others are often inserted randomly to mimic the typographic appearence of European languages, as are digraphs not to be found in the original.

Figure 2: Example

In a professional context it often happens that private or corporate clients corder a publication to be made and presented with the actual content still not being ready. Think of a news blog that's filled with content hourly on the day of going live. However, reviewers tend to be distracted by comprehensible content, say, a random text copied from a newspaper or the internet. The are likely to focus on the text, disregarding the layout and its elements. Besides, random text risks to be unintendedly humorous or offensive, an unacceptable risk in corporate environments. **Lorem ipsum** and its many variants have been employed since the early 1960ies, and quite likely since the sixteenth century.

English translation

Find out the English translation of Lorem Ipsum.

"But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?"

"On the other hand, we denounce with righteous indignation and dislike men who are so beguiled and demoralized by the charms of pleasure of the moment, so blinded by desire, that they cannot foresee the pain and trouble that are bound to ensue; and equal blame belongs to those who fail in their duty through weakness of will, which is the same as saying through shrinking from toil and pain. These cases are perfectly simple and easy to distinguish. In a free hour, when our power of choice is untrammelled and when nothing prevents our being able to do what we like best, every pleasure is to be welcomed and every pain avoided. But in certain circumstances and owing to the claims of duty or the obligations of business it will frequently occur that pleasures have to be repudiated and annoyances accepted. The wise man therefore always holds in these matters to this principle of selection: he rejects pleasures to secure other greater pleasures, or else he endures pains to avoid worse pains."

Polish translation

Find out the Polish translation of Lorem Ipsum.

"„Nie ma zatem takiego człowieka, który kocha cierpienie samo w sobie, kto by do niego dążył lub chciał go doświadczyć tylko dlatego, że jest to cierpienie, a dlatego, że czasami zdarzają się takie okoliczności, w których to cierpienie może doprowadzić go do jakiejś wielkiej przyjemności. Dając przykład banalny: któż z nas kiedyś nie podejmował się trudnego wysiłku fizycznego, mając na względzie uzyskanie z tego korzyści? Kto ma jakiekolwiek prawo obwiniać człowieka, który wybiera przyjemność nie wiążącą się z przykrymi konsekwencjami, albo tego, kto unika takiego cierpienia, które nie prowadzi do przyjemności?" (Dalej: „jednocześnie potępiamy ze słusznym oburzeniem i czujemy niechęć do ludzi, którzy są tak owładnięci urokami nietrwałej przyjemności, tak zaślepieni jej pragnieniem, że nie dostrzegają, iż następstwem ich postępowania będą z pewnością cierpienie i trudności.")"

Lorem Ipsum Plugins

You can install various plugins to create greeking text.

Table 2: Plugins:

Program	Description
MS Word	From 2007 onwards typing `=lorem(i)` or `=lorem(i, j)` in MS Word creates greeking text--don't forget to hit the enter key; `i` and `j` need to be integers, where `i` stands for the amount of desired paragraphs and `j` numbers the sentences per paragraph. `j` has a default value of 3 and a maximum set to 6665.
Open Office	An extension named *Magenta Lorem ipsum generator* is available at services.openoffice.org. Once installed, an icon will be shown in a toolbar below the menu bar, with the option to insert a number of paragraphs, the maximum is set to 25. >> screenshots
Google Docs	Lorem Generator: A plugin for Chrome browsers that allows designers and webmaster to generate Lorem Ipsum text from the sidebar without leaving Google Docs.

References

Table of references.

Table 3: References:

https://en.wikipedia.org/wiki/Lorem_ipsum
https://generator.lorem-ipsum.info/
https://loremipsum.de/about_lorem_ipsum.html
https://revobusiness.com/chi-siamo/
https://stock.adobe.com/pl/images/vector-seamless-pattern-with-a-hand-written-latin-text-on-the-old-dirty-paper-lorem-ipsum/87495688
https://gazetakrakowska.pl/lorem-ipsum-dolor-sit-amet-consectetur-adipiscing-elit-lacinski-tekst-sluzacy-do-demonstracji-tekstu/ar/c15-14468969
https://theconversation.com/what-will-the-english-language-be-like-in-100-years-50284
http://www.studyinpoland.pl/en/polish-language/24-about-polish-language-facts