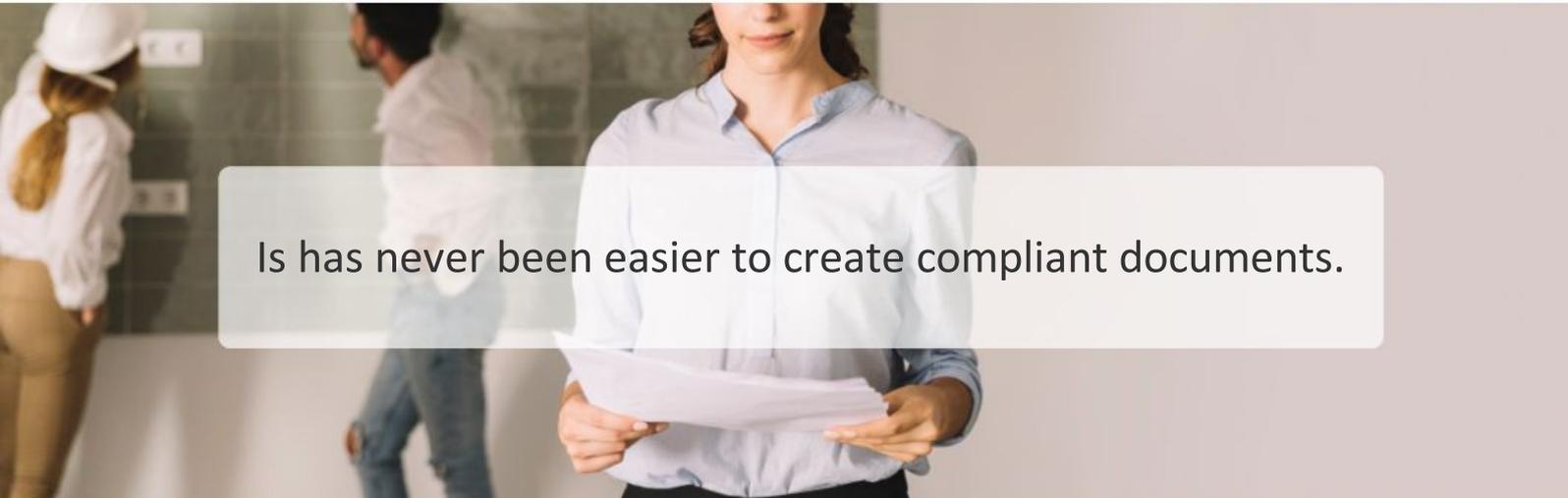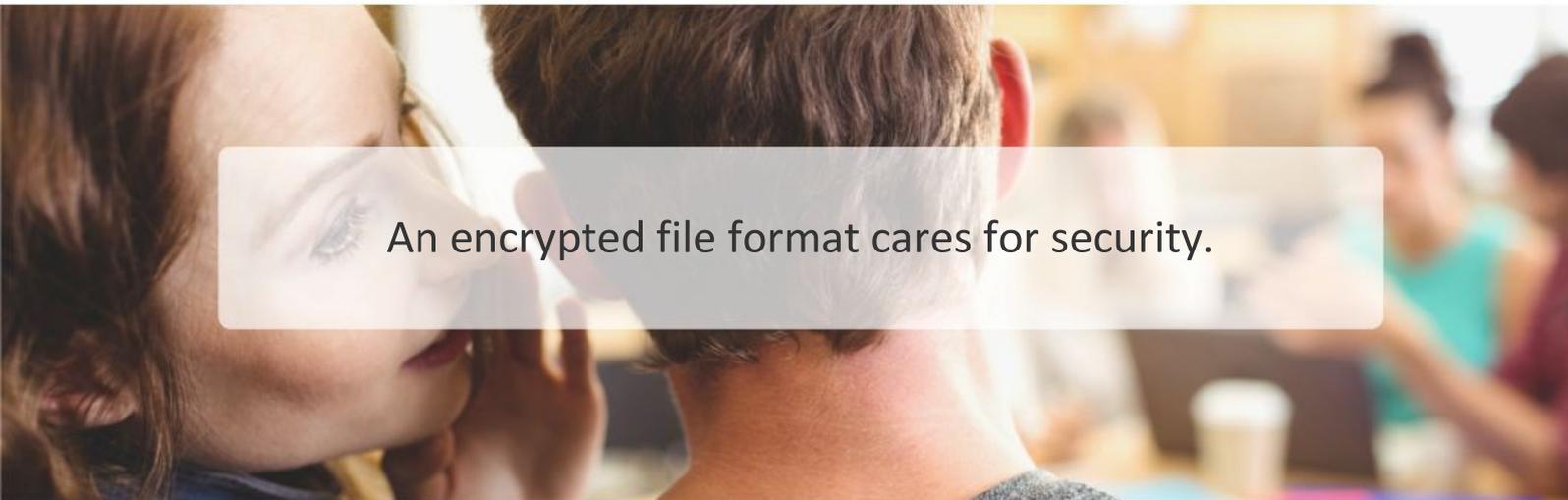# QUNOS
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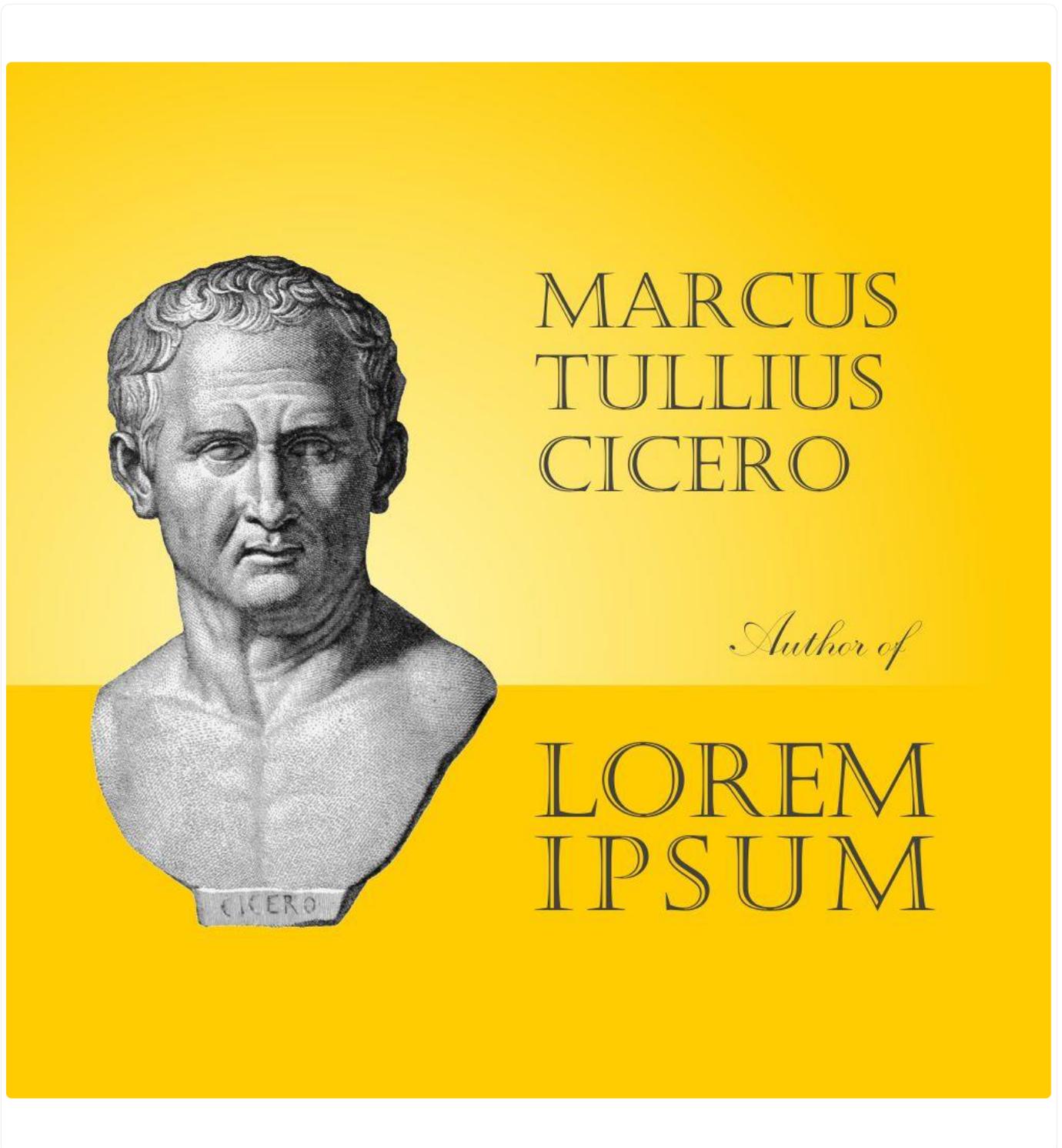Create a lasting effect with a standardized CI/CD.

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Dummy text: Its function as a filler or as a tool for comparing the visual impression of different typefaces.

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Frauke Mattheis

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Table of contents

1 Introduction

Dummy text is text that is used in the publishing industry or by web designers to occupy the space which will later be filled with 'real' content. This is required when, for example, the final text is not yet available. Dummy text is also known as 'fill text'. It is said that song composers of the past used dummy texts as lyrics when writing melodies in order to have a 'ready-made' text to sing with the melody. Dummy texts have been in use by typesetters since the 16th century.

The usefulness of nonsensical content
Dummy text is also used to demonstrate the appearance of different typefaces and layouts, and in general the content of dummy text is nonsensical. Due to its widespread use as filler text for layouts, non-readability is of great importance: human perception is tuned to recognize certain patterns and repetitions in texts. If the distribution of letters and 'words' is random, the reader will not be distracted from making a neutral judgement on the visual impact and readability of the typefaces (typography), or the distribution of text on the page (layout or type area). For this reason, dummy text usually consists of a more or less random series of words or syllables. This prevents repetitive patterns from impairing the overall visual impression and facilitates the comparison of different typefaces. Furthermore, it is advantageous when the dummy text is relatively realistic so that the layout impression of the final publication is not compromised.

Incomprehensibility or readability? That is the question.
The most well-known dummy text is the 'Lorem Ipsum', which is said to have originated in the 16th century. Lorem Ipsum is composed in a pseudo-Latin language which more or less corresponds to 'proper' Latin. It contains a series of real Latin words. This ancient dummy text is also incomprehensible, but it imitates the rhythm of most European languages in Latin script. The advantage of its Latin origin and the relative meaninglessness of Lorum Ipsum is that the text does not attract attention to itself or distract the viewer's attention from the layout.

One disadvantage of Lorum Ipsum is that in Latin certain letters appear more frequently than others - which creates a distinct visual impression. Moreover, in Latin only words at the beginning of sentences are capitalized; this means that Lorem Ipsum cannot accurately represent, for example, German, in which all nouns are capitalized. Thus, Lorem Ipsum has only limited suitability as a visual filler for German texts. If the fill text is intended to illustrate the characteristics of different typefaces, it sometimes makes sense to select texts containing the various letters and symbols specific to the output language.

There is now an abundance of readable dummy texts. These are usually used when a text is required purely to fill a space. These alternatives to the classic Lorem Ipsum texts are often amusing and tell short, funny or nonsensical stories.

Origin and meaning of the Lorem Ipsum text
According to most sources, Lorum Ipsum can be traced back to a text composed by Cicero in 45 BC. Allegedly, a Latin scholar established the origin of the text by compiling all the instances of the unusual word 'consectetur' he could find and eventually recognized it as a passage from 'De finibus bonorum et malorum' (On the extremes of Good and Evil) by Cicero, a book that was very popular in the Middle Ages: "Neque porro quisquam

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est, qui dolorem ipsum, quia dolor sit, amet, consectetur, adipisci velit... " (Approximately: "Nor is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain..."). A typical Lorem Ipsum text goes like this: "Lorem ipsum dolor sit amet, consectetur adipisici elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim ...".

It seems that only fragments of the original text remain in the Lorem Ipsum texts used today. One may speculate that over the course of time certain letters were added or deleted at various positions within the text. This might also explain why one can now find slightly different versions. Due to the age of the Lorem Ipsum text there are no copyright issues to contend with.

In the 1960s, the text suddenly became known beyond the professional circle of typesetters and layout designers when it was used for Letraset sheets (adhesive letters on transparent film, popular until the 1980s) Versions of the text were subsequently included in DTP programmes such as PageMaker etc.

Automatic recognition of Lorem Ipsum during the pre-press workflow
The spread of computers and layout programmes thus made dummy text better known. While in earlier times several lines of the Lorem Ipsum text were repeated in the creation of dummy texts, today the full text of Cicero's 'De finibus' serves as the basis for many dummy text or Lorem Ipsum generators. Based on 'De finibus', these generators automatically create longer sections of the Lorem Ipsum text or various other filler texts.

The phrasal sequence of the Lorem Ipsum text is now so widespread and commonplace that many DTP programmes can generate dummy text using the starting sequence "Lorem ipsum". Fortunately, the phrase 'Lorem Ipsum' is now recognized by electronic pre-press systems and, when found, an alarm can be raised. This avoids a publication going to print with overlooked dummy text.

Certain internet providers exploit the fact that fill text cannot be recognized by automatic search engines - meaningful information cannot be distinguished from meaningless: Target-generated dummy text mixed with a certain combination of search terms can lead to an increased frequency of visits by search machine users. As a consequence, advertising revenues, which rely on website 'hits', are increased.

Sources:
https://www.blindtextgenerator.com/about-lorem-ipsum,
Translations from: https://de.wikipedia.org/wiki/Lorem_ipsum

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2 Lorem Ipsum

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Source:
https://www.blindtextgenerator.com

3 Word mountains

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way.

When she reached the first hills of the Italic Mountains, she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabet Village and the subline of her own road, the Line Lane. Pityful a rethoric question ran over her cheek, then she continued her way. On her way she met a copy.

The copy warned the Little Blind Text, that where it came from it would have been rewritten a thousand times and everything that was left from its origin would be the word "and" and the Little Blind Text should turn around and return to its own, safe country. But nothing the copy said could convince her and so it didn't take long until a few insidious Copy Writers ambushed her, made her drunk with Longe and Parole and dragged her into their agency, where they abused her for their projects again and again.

And if she hasn't been rewritten, then they are still using her.

Source:
https://www.blindtextgenerator.com

4 Werther

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now.

When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream; and, as I lie close to the earth, a thousand unknown plants are noticed by me: when I hear the buzz of the little world among the stalks, and grow familiar with the countless indescribable forms of the insects and flies, then I feel the presence of the Almighty, who formed us in his own image, and the breath of that universal love which bears and sustains us, as it floats around us in an eternity of bliss; and then, my friend, when darkness overspreads my eyes, and heaven and earth seem to dwell in my soul and absorb its power, like the form of a beloved mistress, then I often think with longing, Oh, would I could describe these conceptions, could impress upon paper all that is living so full and warm within me, that it might be the mirror of my soul, as my soul is the mirror of the infinite God! O my friend -- but it is too much for my strength -- I sink under the weight of the splendour of these visions!

Source:
https://www.blindtextgenerator.com

5 Kafka

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked.

"What's happened to me? " he thought. It wasn't a dream. His room, a proper human room although a little too small, lay peacefully between its four familiar walls. A collection of textile samples lay spread out on the table - Samsa was a travelling salesman - and above it there hung a picture that he had recently cut out of an illustrated magazine and housed in a nice, gilded frame.

It showed a lady fitted out with a fur hat and fur boa who sat upright, raising a heavy fur muff that covered the whole of her lower arm towards the viewer. Gregor then turned to look out the window at the dull weather. Drops of rain could be heard hitting the pane, which made him feel quite sad.

"How about if I sleep a little bit longer and forget all this nonsense", he thought, but that was something he was unable to do because he was used to sleeping on his right, and in his present state couldn't get into that position. However hard he threw himself onto his right, he always rolled back to where he was.

He must have tried it a hundred times, shut his eyes so that he wouldn't have to look at the floundering legs, and only stopped when he began to feel a mild, dull pain there that he had never felt before. "Oh, God", he thought, "what a strenuous career it is that I've chosen! Travelling day in and day out.

Doing business like this takes much more effort than doing your own business at home, and on top of that there's the curse of travelling, worries about making train connections, bad and irregular food, contact with different people all the time so that you can never get to know anyone or become friendly with them. It can all go to Hell!

" He felt a slight itch up on his belly; pushed himself slowly up on his back towards the headboard so that he could lift his head better; found where the itch was, and saw that it was covered with lots of little white spots which he didn't know what to make of; and when he tried to feel the place with one of his legs he drew it quickly back because as soon as he touched it he was overcome by a cold shudder. He slid back into his former position.

"Getting up early all the time", he thought, "it makes you stupid. You've got to get enough sleep. Other travelling salesmen live a life of luxury. For instance, whenever I go back to the guest house during the morning to copy out the contract, these gentlemen are always still sitting there eating their breakfasts. I ought to just try that with my boss; I'd get kicked out on the spot. But who knows, maybe that would be the best thing for me.

If I didn't have my parents to think about I'd have given in my notice a long time ago, I'd have gone up to the boss and told him just what I think, tell him everything I would, let him know just what I feel. He'd fall right off his desk! And it's a funny sort of business to be sitting up there at your desk, talking down at your subordinates from up there, especially when you have to go right up close because the boss is hard of hearing.

Well, there's still some hope; once I've got the money together to pay off my parents' debt to him - another five or six years I suppose - that's definitely what I'll do. That's when I'll make the big change. First of all though, I've got to get up, my train leaves at five. " And he looked over at the alarm clock, ticking on the chest of drawers. "God in Heaven! " he thought.

It was half past six and the hands were quietly moving forwards, it was even later than half past, more like quarter to seven. Had the alarm clock not rung? He could see from the bed that it had been set for four o'clock as it should have been; it certainly must have rung. Yes, but was it possible to quietly sleep through that furniture-rattling noise? True, he had not slept peacefully, but probably all the more deeply because of that. What should he do now?

The next train went at seven; if he were to catch that he would have to rush like mad and the collection of samples was still not packed, and he did not at all feel particularly fresh and lively. And even if he did catch the train he would not avoid his boss's anger as the office assistant would have been there to see the five o'clock train go, he would have put in his report about Gregor's not being there a long time ago.

The office assistant was the boss's man, spineless, and with no understanding. What about if he reported sick? But that would be extremely strained and suspicious as in fifteen years of service Gregor had never once yet been ill. His boss would certainly come round with the doctor from the medical insurance company, accuse his parents of having a lazy son, and accept the doctor's recommendation not to make any claim as the doctor believed that no-one was ever ill but that many were workshy.

And what's more, would he have been entirely wrong in this case? Gregor did in fact, apart from excessive sleepiness after sleeping for so long, feel completely well and even felt much hungrier than usual.

Source:
https://www.blindtextgenerator.com

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If you have any questions please do not hesitate to contact us.

We would be glad to receive your order and assure you a correct and perfect execution of the project as well as a fair and professional project implementation.

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