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## Carry on up the Internet: The Curse of Gerald Scarfe

**Captain Potts:** Your rank?  
**James Bailey:** Well, that's a matter of opinion.

(Carry on Sergeant, 1958)

In the second of this erratic series of posts about web site problems, I want to take a look at a problem which I'm going to call the Curse of Gerald Scarfe.

We were reviewing a companies existing web site before developing a new, content managed site. The existing site wasn't bad, a little out of date, a slightly dated design and hard to maintain because it didn't have a content management system. However something wasn't quite right. The site was illustrated with high quality images of business people at work. There was something slightly unnatural about them, as though they had been taken from the odd angles that were trendy in Reportage in the late '80s. The images' proportions had been distorted when they'd been added to the site, not far enough to be really noticeable but enough to have an effect. Unfortunately the result wasn't a Gerald Scarfe cartoon but rather off-putting, long-faced people.

Fortunately one of the benefits of using a CMS for their new site was that the image sizes were automatically included by the system. So the **Curse of Gerald Scarfe (opens new window)** couldn't creep back into their new site.

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