

What is Web 2.0?

Extract from Wikipedia -

“ The term "**Web 2.0**" is commonly associated with web applications that facilitate interactive [information sharing](#), [interoperability](#), [user-centered design](#),^[1] and [collaboration](#) on the [World Wide Web](#). A Web 2.0 site allows its users to interact with each other as contributors to the website's [content](#), in contrast to websites where users are limited to the passive viewing of information that is provided to them. Examples of Web 2.0 include web-based communities, [hosted services](#), [web applications](#), [social-networking sites](#), [video-sharing sites](#), [wikis](#), [blogs](#), [mashups](#), and [folksonomies](#).

The term is closely associated with [Tim O'Reilly](#) because of the [O'Reilly Media](#) Web 2.0 conference in 2004.^{[2][3]} Although the term suggests a new version of the [World Wide Web](#), it does not refer to an update to any technical specifications, but rather to cumulative changes in the ways [software developers](#) and [end-users](#) use the Web.

Whether Web 2.0 is qualitatively different from prior web technologies has been challenged by World Wide Web inventor [Tim Berners-Lee](#), who called the term a "piece of jargon"^[4] — precisely because he specifically intended the Web to embody these values in the first place.”

Irrespective of whether we agree or not with the definition, it is true that Web 2.0 has come to be a factor in anyone’s choice for a new website. It’s effect varies dependant on your own requirements but does have some new “rules” upon which to base your new site.

New modern design “rules”

Current site design is best based upon the latest Web2 technologies, and the most up to date design principles. The site should also be W3C and AAA Accessibility compliant.

Here are some ideas of how the look of modern content managed templates which combine brochure and web tool functionality with the aesthetics of a web 2.0 design.



In the large scope of the design world, the term “Web 2.0” is relatively a new one. With it comes its own set of standards, some strong, others not so strong, since **Web 2.0 in itself is a very fickle, ever-evolving definition of design standards.** Countless examples of Web 2.0 sites have broken the rules of what was once considered strong design.

On the other hand, in many cases Web 2.0 has strengthened common design misnomers; it places a **focus on usability, interface, and readability.**

At its best, Web 2.0 stands as an equal to the traditional design rules used for centuries, though it is no doubt a reflection of our society in its current state of hustle and bustle.

Some consistent features keep appearing on good web 2.0 sites. They include:

- Beautiful gradients.
- Subtle details.
- Large, highly legible font choices.
- A great number of ways to stay connected.
- Great use of texture.
- Big, professional images showcasing your work/ organisation.
- Quick access to social linkage.
- Use of rounded corners and gradients
- Icons are a great, minimalist way to navigate the options for each post.
- Let's not forget about transparent backgrounds
- Lots of shared, content-driven information.
- Multiple ways to navigate the site
- Transparent tabs are a nice touch.

There are also many examples and “Top Tens” of Web 2.0 examples. Have a look at these, and pick the ideas you like for incorporation into your site. Tell your designer which bits you want, and you will end up with your own perfect site – to modern standards and with style .