

Be brief.

Every line of code that you don't write
doesn't contain a bug.

Don't repeat yourself.

If you use a piece of code more than once:
give it a name.

First make it work. Then make it right.

Don't optimize or refactor prematurely.
Refactor → Test → Refactor...

Write for humans, not machines.

Source code is a human—machine interface.

Write maintainable and reusable code.

Your audience is a future developer
who will have to modify your code under time pressure.
Help this guy! (It might be you.)

Your code is the best documentation.

Express your intention clearly.
Comment your code where necessary.

Use appropriate names for all identifiers.

Do you have to look up the definition to understand it?
Then it needs a more expressive name.

Is it only used in a small local scope?
Then it should have a short name.

Don't memorize code, understand the logic.