Programming large software projects requires numerous naming – of variables, functions, etc. It is important to use intention-revealing names. Names should describe why it exists, what it does, how it's used. E.g., int elapsedTimeInDays, int daysSinceCreation, etc. It is also important to avoid disinformation – like avoiding reserved names, naming similar concepts similarly, avoiding using 'O' and 'l', etc. There should be meaningful distinctions in names. Distinguishing name should indicate their difference and noninformative number-series naming should be avoided. Humans are good at pronouncing words, and variable names should be pronounceable. Names should also be searchable - single-letter or numeric names are harder to search and thus should not be used for naming variables with wide scope. Encodings and Hungarian notations should be avoided. It is better to avoid type encoding since it's not mandatory with modern languages with complex options. Names should not be too long that they need prefix.