Don't write dirty code "because you don't have time for being clean". Write clean code because you will save time!

W.O.U.A.T.: five key principles to keep in mind

Write once, don't duplicate

Be lazy the right way: use functions, arrays, loops and common definitions.

One responsibility per module

Each module (function, class, program) role should be something simple.

Use descriptive naming

Source code is meant to be read by humans, not machines.

Avoid tight coupling

Don't rely too much on the internal working of other modules.

Test the robustness

What you write today will be tommorow's foundations. Be sure you can build on it.