Decisions, not options.

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There is never a single right solution.

AKIN’S TWELFTH LAW
OF SPACECRAFT DESIGN
There is never a single right solution. There are always multiple wrong ones, though.

AKIN’S TWELFTH LAW OF SPACECRAFT DESIGN
Heuristics
I always say don’t make plans, make options.

— Jennifer Aniston
I always say don’t make plans, make options.
— Jennifer Aniston

ONLY IN ROMANTIC COMEDIES
Decisions, not options.
Everything should be made as simple as possible.

OCCAM’S RAZOR
Just Write

WordPress 3.2 lets you focus on your content.
It can scarcely be denied that the supreme goal of all theory is to make the irreducible basic elements as simple and as few as possible without having to surrender the adequate representation of a single datum of experience.

— Albert Einstein
Everything should be made as simple as possible, but no simpler.

— ROGER SESSIONS
SECURITY
If a plugin is **insecure**, it doesn’t matter what it’s supposed to do.

—MARK JAQUITH
Sacrifice DRY for readability.
CONSIDER THE ECO SYSTEM
Humanize your application.
DESIGN FOR THE MAJORITY
know your audience
temptation
HIBERNATION ≠ Hibernate
Premature optimization is the root of all evil.

— DONALD KNUTH
the balancing act
TECHNICAL DEBT
we are fallible
In the presence of good rationale, maintainers should be willing to change their mind often.

— HAVOC PENNINGTON
Nothing is sacred.
Nothing is sacred except that nothing is sacred.
Step back.
Think it through.
Make good decisions.
Make good decisions.

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