$$\begin{bmatrix} x' & y' & 1 \end{bmatrix} \begin{bmatrix} f_{11} & f_{12} & f_{13} \\ f_{21} & f_{22} & f_{23} \\ f_{31} & f_{32} & f_{33} \end{bmatrix} \begin{bmatrix} x \\ y \\ 1 \end{bmatrix} = 0$$