Implementation

$$\begin{split} \mathbf{v}_{\parallel} &= (\mathbf{v} \cdot \mathbf{u}) \mathbf{u} \\ \mathbf{v}_{\perp} &= \mathbf{v} - \mathbf{v}_{\parallel} = \mathbf{v} - (\mathbf{v} \cdot \mathbf{u}) \mathbf{u} \\ \mathbf{w} &= \mathbf{u} \times \mathbf{v}_{\perp} = \mathbf{u} \times \mathbf{v} \\ qvq^{-1} &= qvq^* \\ = &[\cos \frac{\theta}{2}, \sin \frac{\theta}{2} \mathbf{u}][0, \mathbf{v}][\cos \frac{\theta}{2}, -\sin \frac{\theta}{2} \mathbf{u}] \\ = &[0, \mathbf{v}_{\parallel} + \cos \theta \mathbf{v}_{\perp} + \sin \theta \mathbf{w}] \\ = &[0, \cos \theta \mathbf{v} + (1 - \cos \theta)(\mathbf{v} \cdot \mathbf{u}) \mathbf{u} + \sin \theta(\mathbf{u} \times \mathbf{v})] \end{split}$$