$$\begin{bmatrix} a_{11} & a_{12} & a_{13} \\ a_{21} & a_{22} & a_{23} \\ a_{31} & a_{32} & a_{33} \end{bmatrix}$$

$$\begin{bmatrix} a_{11} & a_{12} & a_{13} \\ a_{21} & a_{22} & a_{23} \\ a_{31} & a_{32} & a_{33} \end{bmatrix} \begin{bmatrix} v_1 \\ v_2 \\ v_3 \end{bmatrix} = \begin{bmatrix} a_{11}v_1 + a_{12}v_2 + a_{13}v_3 \\ a_{21}v_1 + a_{22}v_2 + a_{23}v_3 \\ a_{31}v_1 + a_{32}v_2 + a_{33}v_3 \end{bmatrix}$$

$$\begin{bmatrix} \mathbf{a}_{11} & a_{12} & a_{13} \\ \mathbf{a}_{21} & a_{22} & a_{23} \\ \mathbf{a}_{31} & a_{32} & a_{33} \end{bmatrix} \begin{bmatrix} 1 \\ 0 \\ 0 \end{bmatrix} = \begin{bmatrix} a_{11} \\ a_{21} \\ a_{31} \end{bmatrix}$$

$$\begin{bmatrix} a_{11} & \mathbf{a}_{12} & a_{13} \\ a_{21} & a_{22} & a_{23} \\ a_{31} & a_{32} & a_{33} \end{bmatrix} \begin{bmatrix} 0 \\ 1 \\ 0 \end{bmatrix} = \begin{bmatrix} a_{12} \\ a_{22} \\ a_{32} \end{bmatrix}$$