If, say, I had some point p and wanted to rotate (with, say, the rotation matrix Q) and then scale (with, say, the rotation matrix D): if p was represented as a column, the sequence is DQp, and if p was a row, then I should be doing pQD. (Remember that $(\mathbf{AB})^T = \mathbf{B}^T\mathbf{A}^T$.)