Are projections any simpler when we have an orthonormal basis of our subspace S? Let  $\{q_1, q_2, ..., q_r\}$  be such a basis and let A have the  $q_i$ 's as columns. Then the *ij* entry of  $A^T A$  is just  $(q_i, q_j)$  (think about it a bit and you will see why). But this inner product is 0 if  $i \neq j$  and 1 if i = j. That is,  $A^T A = I$ . Then the projection matrix is just  $P = AA^T$ .

Before going further, let us recall projection matrices that project onto a line given by a vector a and observe the simplification that occurs when a is a unit vector q:

$$P = rac{1}{\left\| oldsymbol{a} 
ight\|^2} oldsymbol{a} oldsymbol{a}^T = rac{1}{\left\| oldsymbol{q} 
ight\|^2} oldsymbol{q} oldsymbol{q}^T = oldsymbol{q} oldsymbol{q}^T \, ext{ since } \, \left\| oldsymbol{q} 
ight\| = 1$$