The following is a rewrite of an answer
https://quantumcomputing.stackexchange.com/users/1837/daftwullie

gave to the question how to construct the CNOT gate and its reverse version:

https://quantumcomputing.stackexchange.com/questions/5179/how-to-construct-matrix-of-regular-and-flipped-2-qubit-cnot

We use projectors

$$P_0 = |0\rangle\langle 0| = \begin{pmatrix} 1 & 0 \\ 0 & 0 \end{pmatrix}$$

$$P_1 = |1\rangle\langle 1| = \begin{pmatrix} 0 & 0 \\ 0 & 1 \end{pmatrix}$$

We construct the CNOT as a sum of Kronecker products:

$$CNOT = P_0 \otimes Id + P_1 \otimes X$$

Note: X is the Pauli X-gate.

$$\begin{pmatrix} 1 & 0 \\ 0 & 0 \end{pmatrix} \otimes \begin{pmatrix} 1 & 0 \\ 0 & 1 \end{pmatrix} + \begin{pmatrix} 0 & 0 \\ 0 & 1 \end{pmatrix} \otimes \begin{pmatrix} 0 & 1 \\ 1 & 0 \end{pmatrix} =$$

$$\begin{pmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \end{pmatrix} + \begin{pmatrix} 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 0 & 1 & 0 \end{pmatrix} =$$

$$\begin{pmatrix} 0 & 1 & 0 & 0 \\ 1 & 0 & 0 & 0 \\ 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \end{pmatrix}$$

The same way we can construct the reverse CNOT:

$$CNOT_{reverse} = Id \otimes P_0 + X \otimes P_1$$

$$\begin{pmatrix} 1 & 0 \\ 0 & 1 \end{pmatrix} \otimes \begin{pmatrix} 1 & 0 \\ 0 & 0 \end{pmatrix} + \begin{pmatrix} 0 & 1 \\ 1 & 0 \end{pmatrix} \otimes \begin{pmatrix} 0 & 0 \\ 0 & 1 \end{pmatrix} =$$

$$\begin{pmatrix} 1 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 0 \end{pmatrix} + \begin{pmatrix} 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 \end{pmatrix} =$$

$$\begin{pmatrix} 1 & 0 & 0 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 0 & 1 & 0 \\ 0 & 1 & 0 & 0 \end{pmatrix}$$

Below you find an alternative method.

We play with this constructing method and use the other two projectors:

$$P_2 = |0\rangle\langle 1| = \begin{pmatrix} 0 & 1 \\ 0 & 0 \end{pmatrix}$$

$$P_3 = |1\rangle\langle 0| = \begin{pmatrix} 0 & 0 \\ 1 & 0 \end{pmatrix}$$

We build:

$$SWAP^2 = P_2 \otimes Id + P_3 \otimes X =$$

$$\begin{pmatrix} 0 & 1 \\ 0 & 0 \end{pmatrix} \otimes \begin{pmatrix} 1 & 0 \\ 0 & 1 \end{pmatrix} + \begin{pmatrix} 0 & 0 \\ 1 & 0 \end{pmatrix} \otimes \begin{pmatrix} 0 & 1 \\ 1 & 0 \end{pmatrix} =$$

$$\begin{pmatrix} 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \end{pmatrix} + \begin{pmatrix} 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 \\ 1 & 0 & 0 & 0 \end{pmatrix} =$$

$$\begin{pmatrix} 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 1 & 0 & 0 \\ 1 & 0 & 0 & 0 \end{pmatrix}$$

$$ROTATE = Id \otimes P_2 + X \otimes P_3 =$$

$$\begin{pmatrix} 1 & 0 \\ 0 & 1 \end{pmatrix} \otimes \begin{pmatrix} 0 & 1 \\ 0 & 0 \end{pmatrix} + \begin{pmatrix} 0 & 1 \\ 1 & 0 \end{pmatrix} \otimes \begin{pmatrix} 0 & 0 \\ 1 & 0 \end{pmatrix} =$$

$$\begin{pmatrix} 0 & 1 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 0 & 0 & 0 \end{pmatrix} + \begin{pmatrix} 0 & 0 & 0 & 0 \\ 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 0 \\ 1 & 0 & 0 & 0 \end{pmatrix} =$$

$$\begin{pmatrix} 0 & 1 & 0 & 0 \\ 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 1 & 0 & 0 & 0 \end{pmatrix}$$

We apply $SWAP^2$ to a 4-vector:

$$\begin{pmatrix} 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 1 & 0 & 0 \\ 1 & 0 & 0 & 0 \end{pmatrix} \begin{pmatrix} a \\ b \\ c \\ d \end{pmatrix} = \begin{pmatrix} c \\ d \\ b \\ a \end{pmatrix}$$

$$\begin{pmatrix} 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 1 & 0 & 0 \\ 1 & 0 & 0 & 0 \end{pmatrix} \begin{pmatrix} c \\ d \\ b \\ a \end{pmatrix} = \begin{pmatrix} b \\ a \\ d \\ c \end{pmatrix}$$

$$\begin{pmatrix} 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 1 & 0 & 0 \\ 1 & 0 & 0 & 0 \end{pmatrix} \begin{pmatrix} b \\ a \\ d \\ c \end{pmatrix} = \begin{pmatrix} d \\ c \\ a \\ b \end{pmatrix}$$

$$\begin{pmatrix} 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 1 & 0 & 0 \\ 1 & 0 & 0 & 0 \end{pmatrix} \begin{pmatrix} d \\ c \\ a \\ b \end{pmatrix} = \begin{pmatrix} a \\ b \\ c \\ d \end{pmatrix}$$

$SWAP^2$ applied several times allows different ways of swapping.

We apply $ROTATE$ to a 4-vector:

$$\begin{pmatrix} 0 & 1 & 0 & 0 \\ 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 1 & 0 & 0 & 0 \end{pmatrix} \begin{pmatrix} a \\ b \\ c \\ d \end{pmatrix} = \begin{pmatrix} b \\ c \\ d \\ a \end{pmatrix}$$

$$\begin{pmatrix} 0 & 1 & 0 & 0 \\ 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 1 & 0 & 0 & 0 \end{pmatrix} \begin{pmatrix} b \\ c \\ d \\ a \end{pmatrix} = \begin{pmatrix} c \\ d \\ a \\ b \end{pmatrix}$$

$$\begin{pmatrix} 0 & 1 & 0 & 0 \\ 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 1 & 0 & 0 & 0 \end{pmatrix} \begin{pmatrix} c \\ d \\ a \\ b \end{pmatrix} = \begin{pmatrix} d \\ a \\ b \\ c \end{pmatrix}$$

$$\begin{pmatrix} 0 & 1 & 0 & 0 \\ 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \\ 1 & 0 & 0 & 0 \end{pmatrix} \begin{pmatrix} d \\ a \\ b \\ c \end{pmatrix} = \begin{pmatrix} a \\ b \\ c \\ d \end{pmatrix}$$

$ROTATE$ rotates the input qubits.

Alternative method

Alternatively, we can construct the CNOT via a look at input and output:

$$\text{input} \rightarrow \begin{array}{c} |00\rangle \\ |01\rangle \\ |10\rangle \\ |11\rangle \end{array} \quad \begin{array}{c} \begin{array}{cccc} |00\rangle & |01\rangle & |10\rangle & |11\rangle \end{array} \\ \begin{pmatrix} 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \end{pmatrix} \end{array} \quad \leftarrow \text{output}$$

If the input qubit is $|0\rangle$, nothing changes.

If the input qubit is $|1\rangle$, the output qubit changes.

We get:

$$\begin{pmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 0 & 1 & 0 \end{pmatrix}$$

If the CNOT is acting from line two to line one, we reverse input and output. The “zeros” in the output doesn’t change qubit one, the “ones” in the output reverse qubit one:

$$\text{input} \rightarrow \begin{array}{c} |00\rangle \\ |01\rangle \\ |10\rangle \\ |11\rangle \end{array} \quad \begin{array}{c} \begin{array}{cccc} |00\rangle & |01\rangle & |10\rangle & |11\rangle \end{array} \\ \begin{pmatrix} 1 & 0 & 0 & 0 \\ 0 & 0 & 0 & 1 \\ 0 & 0 & 1 & 0 \\ 0 & 1 & 0 & 0 \end{pmatrix} \end{array} \quad \leftarrow \text{output}$$