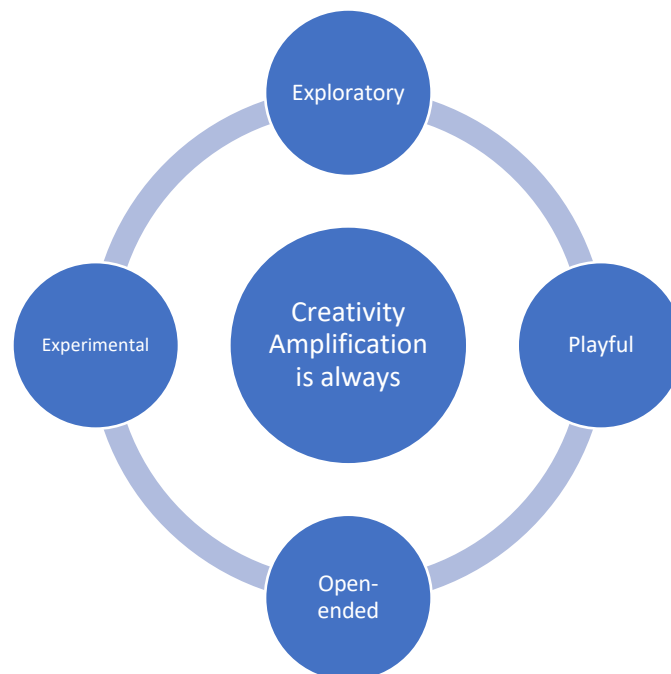# What is Creativity Amplification?:

A Short Primer

In short, Creativity Amplification (or CA) is:

Using Technology to Extend Writers' Capabilities

It's Creativity Amplification if it:

- Makes use of **emerging technologies**
- Permits **new forms of creative expression**
- Allows **existing forms of creative expression to develop** more easily/faster/with greater complexity etc
- Focuses on **applying existing skills and knowledge**
- **Does not require extensive coding skills or specialist hardware**