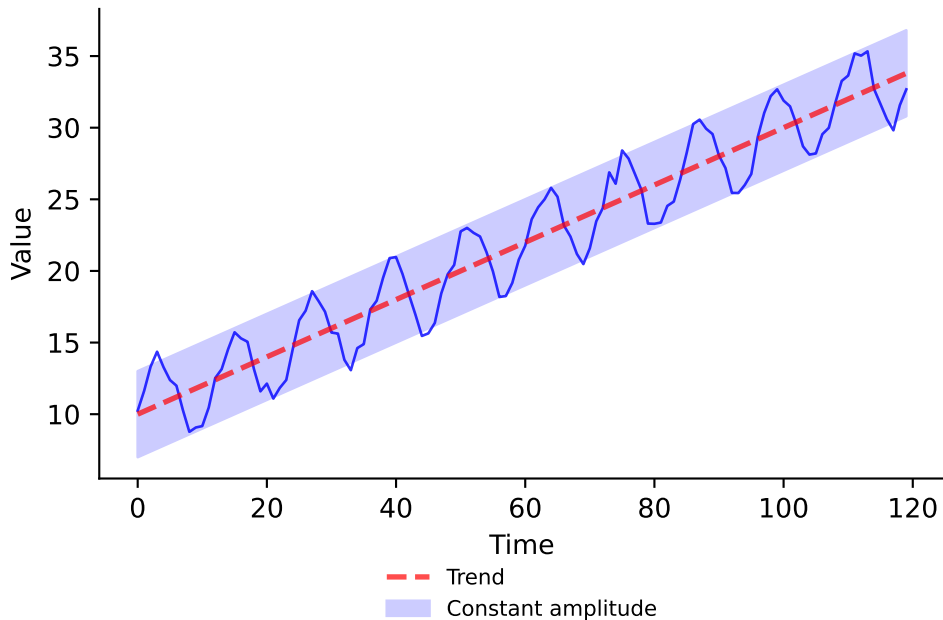Additive: $Y = T + S + \varepsilon$
Constant Seasonal Amplitude

Multiplicative: $Y = T \times S \times \varepsilon$
Seasonal Amplitude Grows

- - - Trend
Constant amplitude

- - - Trend
Growing amplitude