CLAIMS

WHAT IS CLAIMED IS:

1. An interaction method, comprising:

displaying a background image;

displaying an initial picture of a target visual effect at a preset position of the background image;

adjusting a filter effect of the background image to allow the filter effect of the background image to change from a third filter effect to a first filter effect, the filter effect comprising at least one effect element selected from a group consisting of brightness, hue and saturation, wherein the initial picture is a first frame image of the target visual effect, and a visual effect content of the target visual effect is associated with an image content of the background image;

controlling the target visual effect to gradually change from the initial picture to a target picture in response to a visual effect change instruction triggered by a user; and

adjusting the filter effect of the background image to allow the filter effect of the background image to gradually change from the first filter effect to a second filter effect during a change of the target visual effect.

2. The method according to claim 1, wherein adjusting the filter effect of the background image comprises:

adjusting a change progress of the filter effect of the background image based on a change progress of the target visual effect.

3. The method according to claim 1, wherein displaying the initial picture of the target visual effect at the preset position of the background image comprises:

displaying the initial picture of the target visual effect at the preset position of the background image in response to a visual effect display instruction.

4. The method according to claim 1, further comprising:

displaying a first prompt, wherein the first prompt is configured to instruct the user to

perform a preset action; and

generating the visual effect change instruction in response to detecting the preset action performed by the user.

5. The method according to any one of claims 1 to 4, wherein after controlling the target visual effect to gradually change from the initial picture to the target picture, the method further comprises:

presenting information related to the target visual effect.

6. The method according to claim 5, wherein presenting the information related to the target visual effect comprises:

replacing the target picture currently being displayed with the information related to the target visual effect.

7. The method according to any one of claims 1 to 4, wherein the background image comprises at least one selected from a group consisting of:

a real-time recorded video image,

a pre-selected recorded video image, or

at least one pre-selected image.

8. An interaction apparatus, comprising:

a first display module, configured to display a background image;

a second display module, configured to display an initial picture of a target visual effect at a preset position of the background image and further configured to adjust a filter effect of the background image to allow the filter effect of the background image to change from a third filter effect to a first filter effect, the filter effect comprising at least one effect element selected from a group consisting of brightness, hue and saturation, wherein the initial picture is a first frame image of the target visual effect, and a visual effect content of the target visual effect is associated with an image content of the background image;

a response module, configured to control the target visual effect to gradually change from

the initial picture to a target picture in response to a visual effect change instruction triggered by a user; and

an adjustment module, configured to adjust the filter effect of the background image to allow the filter effect of the background image to gradually change from the first filter effect to a second filter effect during a change of the target visual effect.

9. An electronic device, comprising:

one or more processors, and

a memory, wherein the memory is configured to store one or more applications, and the one or more applications upon execution by the one or more processors, cause the one or more processors to implement the interaction method according to any one of claims 1 to 7.

10. A computer-readable storage medium, on which a computer program is stored, wherein the computer program, when executed by a processor, causes the processor to implement the interaction method according to any one of claims 1 to 7.