CLAIMS

1. A method for generating a game effect, comprising:

acquiring an effect setting operation of a user, wherein the effect setting operation comprises a setting operation of a multimedia material, a setting operation of a scoring rule, and a setting operation of an ending rule;

generating a configuration file of a game effect according to the multimedia material, the scoring rule, and the ending rule; and

presenting, based on the configuration file, the game effect on a target video so as to show a game,

wherein the configuration file is used to indicate presentation of the game effect on the target video; and

during the presentation of the game effect, the multimedia material is presented on the target video, scoring is performed and displayed according to the scoring rule, and the game is over in a case that the ending rule is satisfied;

wherein the multimedia material comprises a first image material, the setting operation of the multimedia material comprises setting a foreground sticker of the first image material and a movement pattern corresponding to the first image material, the movement pattern comprises a preset movement speed and a preset movement direction of the first image material, and during the presentation of the game effect, the first image material moves at the preset movement speed and in the preset movement direction on the target video.

2. The method for generating a game effect according to claim 1, wherein in response to the multimedia material being set with a corresponding movement pattern, during the presentation of the game effect, the multimedia material is presented on the target video according to the corresponding movement pattern of the multimedia material, scoring is performed and displayed according to the scoring rule in accordance with movement of the multimedia material, and the movement of the multimedia material is stopped in the case that the ending rule is satisfied.

3. The method for generating a game effect according to claim 1 or 2, wherein the multimedia material further comprises a second image material;

a movement pattern corresponding to the second image material comprises: the second image material moving by following a target object identified in the target video; and

a setting operation of the second image material is configured for setting the second image material and the target object.

4. The method for generating a game effect according to any one of claims 1 to 3, wherein the scoring rule comprises a scoring condition and a scoring algorithm; and

during the presentation of the game effect, scoring is performed according to the scoring algorithm in a case that a movement state of the multimedia material reaches the scoring condition.

5. The method for generating a game effect according to claim 4, wherein the ending rule comprises:

during the presentation of the game effect, ending the game in a case that the movement state of the multimedia material does not reach the scoring condition.

6. The method for generating a game effect according to any one of claims 1 to 5, wherein the effect setting operation of the user further comprises a setting operation of a sharing rule,

wherein during the presentation of the game effect, a sharing image for presenting the scoring is generated and shared to a designated platform if the scoring satisfies the sharing rule.

7. An apparatus for generating a game effect, comprising:

a first acquiring module, configured to acquire an effect setting operation of a user, wherein the effect setting operation comprises a setting operation of a multimedia material, a setting operation of a scoring rule, and a setting operation of an ending rule; and

a first execution module, configured to generate a configuration file of a game effect according to the multimedia material, the scoring rule, and the ending rule, and present, based on the configuration file, the game effect on a target video so as to show a game;

wherein the configuration file is used to indicate presentation of the game effect on the target video; and

during the presentation of the game effect, the multimedia material is presented on the target video, scoring is performed and displayed according to the scoring rule, and the game is over in a case that the ending rule is satisfied;

wherein the multimedia material comprises a first image material, the setting operation of the multimedia material comprises setting a foreground sticker of the first image material and a movement pattern corresponding to the first image material, the movement pattern comprises a preset movement speed and a preset movement direction of the first image material, and during the presentation of the game effect, the first image material moves at the preset movement speed and in the preset movement direction on the target video.

8. An electronic device, comprising:

a memory and a processor,

wherein the memory is configured to store computer-readable instructions, and the computer-readable instructions, upon execution by the processor, cause the processor to perform steps of the method for generating a game effect according to any one of claims 1 to 6.

9. A computer-readable medium, on which a computer program is stored, wherein the computer program, when executed by a processor, causes the processor to perform steps of the method for generating a game effect according to any one of claims 1 to 6.