

ABSTRACT

Provided in the present disclosure are a video generation method and apparatus, and a device and a storage medium. The method comprises: when a client receives an identification operation triggered for a photographed picture on a photographic page, acquiring a target identification image on the basis of the photographed picture on the phototropic page, and sending same to a server, wherein the server is used for determining a target effect resource for a target object after identifying the target object from the target identification image; and a client receiving the target effect resource from the server, applying same to the target object on the photographed picture, and generating a target video on the basis of the photographed picture corresponding to the target object to which the target effect resource is applied.