Claims:

1. An image processing method, comprising:

obtaining a first initial video frame captured by a first camera in response to a startup operation on the first camera;

determining a first image editing effect corresponding to the first camera, wherein the first image editing effect is to add a first additional image material at a specified position in the first initial video frame;

performing image editing processing on the first initial video frame according to the first image editing effect to obtain and display a first target video frame, wherein the first target video frame is an effect image showing an effect of applying the first image editing effect to the first initial video frame;

in response to a camera switching instruction, switching to a second camera and obtaining a second initial video frame captured by the second camera;

determining a second image editing effect corresponding to the second camera, wherein the second image editing effect is to add a second additional image material at a specified position in the second initial video frame, and the first additional image material is different from the second additional image material; and

performing image editing processing on the second initial video frame according to the second image editing effect to obtain and display a second target video frame, wherein the second target video frame is an effect image showing an effect of applying the second image editing effect to the second initial video frame, and the first target video frame and the second target video frame belong to a same video.

2. The image processing method according to claim 1, wherein the performing of the image editing processing on the first initial video frame according to the first image editing effect to obtain the first target video frame comprises:

detecting whether there is a first head image in the first initial video frame; and

in response to detecting the first head image in the first initial video frame, performing the image editing processing on the first initial video frame according to the first image editing effect to obtain the first target video frame.

3. The image processing method according to claim 2, wherein the performing of the image editing processing on the first initial video frame according to the first image editing effect to obtain the first target video frame comprises:

adding the first additional image material at the specified position corresponding to the first head image in the first initial video frame to obtain the first target video frame.

4. The image processing method according to any one of claims 1 to 3, wherein the performing of the image editing processing on the second initial video frame according to the second image editing effect to obtain the second target video frame comprises:

detecting whether there is a foot image in the second initial video frame; and

in response to detecting the foot image in the second initial video frame, performing the image editing processing on the second initial video frame according to the second image editing effect to obtain the second target video frame.

5. The image processing method according to claim 4, wherein the performing of the image editing processing on the second initial video frame according to the second image editing effect to obtain the second target video frame comprises:

adding the second additional image material at the specified position corresponding to the foot image in the second initial video frame to obtain the second target video frame.

6. The image processing method according to any one of claims 1 to 5, wherein the determining of the first image editing effect corresponding to the first camera

comprises:

using one image editing effect in a target image editing effect as the first image editing effect by default after obtaining the first initial video frame captured by the first camera; or

displaying a plurality of image editing effects comprised in a target image editing effect, and determining an image editing effect selected by a user as the first image editing effect corresponding to the first camera based on a selection operation of the user.

7. The image processing method according to any one of claims 1 to 6, wherein the determining of the second image editing effect corresponding to the second camera comprises:

using one image editing effect in a target image editing effect as the second image editing effect by default after obtaining the second initial video frame captured by the second camera; or

displaying a plurality of image editing effects comprised in a target image editing effect, and determining an image editing effect selected by a user as the second image editing effect corresponding to the second camera based on a selection operation of the user.

8. The image processing method according to any one of claims 1 to 7, further comprising:

after performing the image editing processing on the second initial video frame according to the second image editing effect to obtain and display the second target video frame, determining a third image editing effect corresponding to the second camera in response to a triggering operation on a screen; and

performing image editing processing on the second initial video frame according to the third image editing effect to obtain and display a third target video frame, wherein the third target video frame is an effect image showing an effect of applying the third

image editing effect to the second initial video frame.

9. The image processing method according to claim 8, wherein the performing of the image editing processing on the second initial video frame according to the third image editing effect to obtain and display the third target video frame comprises:

detecting whether there is a second head image in the second initial video frame; and

in response to detecting the second head image in the second initial video frame, performing the image editing processing on the second initial video frame according to the third image editing effect to obtain and display the third target video frame.

10. The image processing method according to claim 9, wherein the performing of the image editing processing on the second initial video frame according to the third image editing effect to obtain the third target video frame comprises:

adding a third additional image material at a position corresponding to the second head image in the second initial video frame to obtain the third target video frame.

11. The image processing method according to any one of claims 1 to 10, wherein the first image editing effect is different from the second image editing effect.

12. The image processing method according to any one of claims 8 to 10, wherein the third image editing effect is different from the second image editing effect.

13. The image processing method according to any one of claims 1 to 12, further comprising:

displaying guidance information in response to detecting that a user uses an additional image material package for a first time, wherein the guidance information is configured to prompt the user on a method of use of the additional image material package.

14. An image processing apparatus, comprising:

a first initial video frame obtaining module configured to obtain a first initial video frame captured by a first camera in response to a startup operation on the first camera;

a first editing effect determination module configured to determine a first image editing effect corresponding to the first camera, wherein the first image editing effect is to add a first additional image material at a specified position in the first initial video frame;

a first target video frame obtaining module configured to perform image editing processing on the first initial video frame according to the first image editing effect to obtain and display a first target video frame, wherein the first target video frame is an effect image showing an effect of applying the first image editing effect to the first initial video frame;

a second initial video frame obtaining module configured to, in response to a camera switching instruction, switch to a second camera and obtain a second initial video frame captured by the second camera;

a second editing effect determination module configured to determine a second image editing effect corresponding to the second camera, wherein the second image editing effect is to add a second additional image material at a specified position in the second initial video frame, and the first additional image material is different from the second additional image material; and

a second target video frame obtaining module configured to perform image editing processing on the second initial video frame according to the second image editing effect to obtain and display a second target video frame, wherein the second target video frame is an effect image showing an effect of applying the second image editing effect to the second initial video frame, and the first target video frame and the second target video frame belong to a same video.

15. An electronic device, comprising:

one or more processors; and

a storage device configured to store one or more programs that, when executed by the one or more processors, cause the one or more processors to implement the image processing method according to any one of claims 1 to 13.

16. A computer-readable storage medium stored thereon a computer program that, when executed by a processor, implements the image processing method according to any one of claims 1 to 13.

17. A computer program product comprising computer programs or instructions that, when executed by a processor, implement the image processing method according to any one of claims 1 to 13.

18. A computer program, comprising:

instructions that, when executed by a processor, cause the processor to perform the image processing method according to any one of claims 1 to 13.