

ABSTRACT

The present application discloses a virtual gift generating method and apparatus, a device, and a medium. The method includes: in response to a triggering operation by a user in a live streaming room; obtaining information to be processed, wherein the information to be processed is information used for generating a virtual gift; after the information to be processed is obtained, determining a virtual gift template corresponding to the information to be processed, wherein different virtual gift templates correspond to different animation effects; and generating a virtual gift based on the virtual gift template and the information to be processed, wherein the virtual gift presents an animation effect corresponding to the virtual gift template.