Claims

1. A method for generating an effect, comprising:

displaying an effect editing interface comprising a style area for inputting effect style information and a description area for inputting at least one piece of effect keyword information;

creating and generating, in response to an effect generation operation, a first effect according to effect style information and effect keyword information, the effect style information being effect style information inputted by a current user in the style area, and the effect keyword information being effect keyword information inputted by the current user in the description area.

2. The method according to claim 1, further comprising at least one of:

posting the first effect in a current application in response to a first posting operation for the first effect;

posting, in response to a second posting operation for media content, the media content and the first effect in the current application, an image of the media content obtained from processing that applies the first effect created by the current user.

3. The method according to claim 2, further comprising:

obtaining a media resource to be processed;

displaying a media content editing interface of the media resource for editing image information or audio information of the media resource to obtain the media content;

processing the media resource based on the first effect, and presenting the processed media resource on the media content editing interface.

4. The method according to claim 3, wherein the image information comprises effect adjustment information generated when the image of the media resource is processed by applying the first effect, and the effect adjustment information comprises a plurality of candidate effects or a control for effect intensity adjustment.

5. The method according to claim 4, wherein processing the media resource based on the first effect and presenting the processed media resource on the media content editing page comprises:

determining, in response to an adjustment operation on the effect adjustment information, an effect obtained by processing the media resource based on the first effect;

presenting an effect corresponding to the media resource on the media content editing page.

6. The method according to claim 5, wherein the adjustment operation on the image information comprises a selection operation on the plurality of candidate effects or a triggering operation on the control for effect intensity adjustment.

7. The method according to claim 5, wherein the media content editing interface comprises a first area for presenting the plurality of candidate effects or the control for effect intensity adjustment, and a second area for presenting a preview image corresponding to the effect.

8. The method according to claim 7, wherein the plurality of candidate effects is presented in a form of thumbnails of the corresponding preview images.

9. The method according to claim 7, further comprising:

switching the effect in response to an effect switching operation on the media content editing interface, and switching the preview image presented in the second area based on an effect being switched to.

10. The method according to claim 9, wherein the effect switching operation comprises a click switching operation or a sliding switching operation.

11. The method according to claim 3, further comprising:

in response to an effect editing operation on the media content editing interface:

displaying the effect editing interface, or presenting in the media content editing interface an editing item of the first effect for editing the first effect;

posting the media content and the first effect comprises:

posting the media content and the edited first effect.

12. The method according to claim 11, wherein editing the first effect comprises editing effect style information or effect keyword information of the first effect.

13. The method according to claim 11, wherein the media content editing interface further presents an effect editing control for triggering execution of the effect editing operation.

14. The method according to claim 3, further comprising:

displaying a media resource obtaining interface comprising at least one of a capturing interface or a material uploading interface;

displaying the media content editing interface of the media resource comprises:

displaying the media content editing interface of the media resources in response to an obtaining operation on the media resource obtaining interface.

15. The method according to any of claims 1 to 14, further comprising:

displaying, in response to an addition operation for effect keyword information on the effect editing interface, an effect keyword input area for the current user to input effect keyword information;

additionally presenting, in response to an input completion operation, the effect keyword information inputted by the current user in the description area;

or, the method further comprises:

obtaining effect keyword information in response to an input operation on an effect keyword input area in the effect editing interface;

additionally presenting the obtained effect keyword information in the description area.

16. The method according to claim 15, further comprising:

obtaining effect description content inputted by the current user in the keyword input area;

performing tokenization on the effect description content to obtain at least one piece of keyword information as the effect keyword information.

17. The method according to claim 16, wherein performing the tokenization on the effect description content comprises:

performing the tokenization on the effect description content based on semantic analysis; or

performing the tokenization on the effect description content based on a preset separator.

18. The method according to claim 16, wherein additionally presenting the obtained effect keyword information in the description area comprises:

additionally presenting the at least one piece of effect keyword information obtained based on the effect description content in the description area, and presenting the at least one piece of effect keyword information as in a selected state.

19. The method according to any of claims 1 to14, wherein displaying the effect editing interface comprises:

displaying the effect editing interface in response to an effect creation operation for an effect creation entry, the effect creation entry presented in a capturing interface, a preset effect presentation interface for presenting effect information of at least one effect, or a detail interface of a second effect.

20. An apparatus for generating an effect, comprising:

a first interface display module configured to display an effect editing interface comprising a style area for inputting effect style information and a description area for inputting at least one piece of effect keyword information;

an effect generation module configured to create and generate, in response to an effect generation operation, a first effect according to effect style information and effect keyword information, the effect style information being effect style information inputted by a current user in the style area, and the effect keyword information being effect keyword information inputted by the current user in the description area.