ABSTRACT

Provided in the embodiments of the present disclosure are a media data generation method and apparatus, an electronic device and a storage medium. The method comprises: displaying a candidate material area of an interaction page; in response to an interaction event for the candidate material area, displaying the candidate material area and a parameter setting area, the parameter setting area comprising parameter setting options; in response to a parameter setting event in the parameter setting area, obtaining parameter content corresponding to the parameter setting options, and displaying the parameter content at corresponding positions of the parameter setting options, the parameter content being used for generating media data; and, in response to a display event for a generation result area, switching the candidate material area into a folded form and displaying the parameter setting area and the generation result area, and displaying the media data in the generation result area. The embodiments of the present disclosure reduce the frequency of page switching in a media data generation process, thereby optimizing interaction modes for generating media data, and improving user experience.