## Claims

1. An image fusion method, comprising:

receiving a shooting operation acting on a first page of a target shooting activity, wherein the first page is an HTML 5 (H5) page;

in response to the shooting operation, calling a camera through system shooting software to collect an original image;

receiving a fusion operation for the original image;

in response to the fusion operation, fusing the original image with a first target effect, generating a static target image that comprises a static image obtained by fusing the original image with the first target effect and first description information related to the static image, and displaying the static target image on a second page, wherein the second page is an H5 page;

receiving a first trigger operation acting on a dynamic target image generation control on the second page; and

in response to the first trigger operation, displaying a prop page of a target shooting prop for using the target shooting prop for shooting and obtaining a dynamic target image, wherein the target shooting prop is a shooting prop corresponding to the target shooting activity in target application software.

2. The method according to claim 1, further comprising:

receiving a second trigger operation acting on a dynamic target image shooting control on the prop page;

in response to the second trigger operation, starting the camera; displaying a shooting page of the target application software;

displaying, on the shooting page, a preview fusion image of a preview image shot by the camera and a second target effect of the target shooting prop;

receiving a third trigger operation acting on a video shooting control on the shooting page; and

in response to the third trigger operation, using the camera for shooting an original video, fusing the original video with the second target effect, and generating the dynamic target image comprising a target video obtained by fusing the original video with the second target effect and second description information related to the target video.

3. The method according to any one of claims 1 to 2, further comprising:

displaying an effect selection page of the target shooting activity, and displaying at least one shooting effect of the target shooting activity on the effect selection page; and

in response to a selection operation of any one of the at least one shooting effect on the effect

selection page, determining a shooting effect among the at least one shooting effect and corresponding to the selection operation as the first target effect.

4. The method according to any one of claims 1 to 2, further comprising:

receiving a fourth trigger operation of participating in the target shooting activity; and

in response to the fourth trigger operation, displaying a third page of the target shooting activity; and displaying, on the third page, a loading animation of the target shooting activity, a background introduction animation of the target shooting activity, and an activity guide animation of the target shooting activity sequentially, wherein the third page is an H5 page.

5. The method according to claim 4, further comprising:

receiving a fifth trigger operation acting on a confirmation control on the third page, wherein the confirmation control is displayed when the activity guide animation is played; and

in response to the fifth trigger operation, displaying a nickname page to enable a user to enter a character nickname on the nickname page or to select an alternative nickname on the nickname page as the character nickname, wherein the nickname page is an H5 page.

6. An image fusion apparatus, comprising:

a first receiving module configured to receive a shooting operation acting on a first page of a target shooting activity, wherein the first page is an HTML 5 (H5) page;

an image collection module configured to, in response to the shooting operation, call a camera through system shooting software to collect an original image;

a second receiving module configured to receive a fusion operation for the original image;

an image fusion module configured to, in response to the fusion operation, fuse the original image with a first target effect, generate a static target image that comprises a static image obtained by fusing the original image with the first target effect and first description information related to the static image, and display the static target image on a second page, wherein the second page is an H5 page;

a third receiving module configured to, after the static target image is displayed on the second page, receive a first trigger operation acting on a dynamic target image generation control on the second page; and

a prop page display module configured to, in response to the first trigger operation, display a prop page of a target shooting prop so as to use the target shooting prop for shooting and obtaining a dynamic target image, wherein the target shooting prop is a shooting prop corresponding to the target shooting activity in target application software.

7. An electronic device, comprising:

at least one processor; and

a memory configured to store at least one program,

wherein the at least one program is executed by the at least one processor to cause the at least one processor to implement the image fusion method according to any one of claims 1 to 5.

8. A computer-readable storage medium for storing a computer program, wherein when the computer program is executed by a processor, the image fusion method according to any one of claims 1 to 5 is performed.