VIDEO GENERATION METHOD AND APPARATUS, AND DEVICE, COMPUTER-READABLE STORAGE MEDIUM AND PRODUCT

[0001] The present application claims priority to Chinese Patent Application No. 202410295685.0, filed on March 14, 2024, which is incorporated herein by reference in its entirety as a part of the present application.

TECHNICAL FIELD

[0002] Embodiments of the present disclosure relate to a video generation method and apparatus, a device, a computer-readable storage medium, and a product.

BACKGROUND

[0003] With the continuous progress of artificial intelligence technology, a user may perform an image generation operation based on a customized image and/or text on a terminal device according to actual needs.

[0004] However, the current content generation method only supports image generation, and the display page for image generation often has relatively simplistic display content, and the generated image often cannot meet the actual application requirements of the user, resulting in poor user experience.

SUMMARY

[0005] Embodiments of the present disclosure provide a video generation method and apparatus, a device, a computer-readable storage medium, and a product, which are used to solve the technical problem that the generation manner of the content generation method is relatively simplistic.

[0006] In a first aspect, an embodiment of the present disclosure provides a video generation method, including:

[0007] displaying at least one video generation control in a preset content display page, and displaying, in the content display page, at least one reference video posted historically;

[0008] acquiring, in response to a trigger operation of a user on the at least one video generation control or the reference video, first description content and a video parameter that are determined by the user; and

[0009] generating, in response to a generation operation triggered by the user, a target video based on the first description content and the video parameter.

[0010] In a second aspect, an embodiment of the present disclosure provides a video generation apparatus, including:

[0011] a display module, configured to display at least one video generation control in a preset content display page, and display, in the content display page, at least one reference video posted historically;

[0012] an acquisition module, configured to acquire, in response to a trigger operation of a user on the at least one video generation control or the reference video, first description content and a video parameter that are determined by the user; and

[0013] a generation module, configured to generate, in response to a generation operation triggered by the user, a target video based on the first description content and the video parameter.

[0014] In a third aspect, an embodiment of the present disclosure provides an electronic device, including: a processor and a memory;

[0015] where the memory stores computer-executable instructions; and

[0016] the computer-executable instructions stored in the memory, when executed by the processor, are configured to cause the processor to execute the video generation method as described above in the first aspect and various possible designs of the first aspect.

[0017] In a fourth aspect, an embodiment of the present disclosure provides a computer-readable storage medium, storing computer-executable instructions, where the computer-executable instructions, when executed by a processor, are configured to cause the processor to implement the video generation method as described above in the first aspect and various possible designs of the first aspect.

[0018] In a fifth aspect, an embodiment of the present disclosure provides a computer program product, including a computer program, where the computer program, when executed by a processor, is configured to cause the processor to implement the video generation method as described above in the first aspect and various possible designs of the first aspect is implemented.

BRIEF DESCRIPTION OF DRAWINGS

[0019] In order to more clearly illustrate the technical solutions in the embodiments of the present disclosure, the drawings required to be used in the description of the embodiments will be briefly introduced below. Obviously, the drawings in the following description are some embodiments of the present disclosure, and for those of ordinary skill in the art, other drawings may be obtained according to these drawings without paying any creative efforts.

[0020] Fig. 1 is a schematic flowchart of a video generation method provided by an embodiment of the present disclosure;

[0021] Fig. 2 is a schematic diagram of a display interface provided by an embodiment of the present disclosure;

[0022] Fig. 3 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure;

[0023] Fig. 4 is a schematic diagram of interface interaction provided by another embodiment of the present disclosure;

[0024] Fig. 5 is a schematic diagram of another interface interaction provided by an embodiment of the present disclosure;

[0025] Fig. 6 is a schematic diagram of another display interface provided by an embodiment of the present disclosure;

[0026] Fig. 7 is a schematic flowchart of a video generation method provided by another embodiment of the present disclosure;

[0027] Fig. 8 is a schematic structural diagram of a video generation apparatus provided by an embodiment of the present disclosure; and

[0028] Fig. 9 is a schematic structural diagram of an electronic device provided by an embodiment of the present disclosure.

DETAILED DESCRIPTION

[0029] In order to make the objectives, technical solutions, and advantages of embodiments of the present disclosure clearer, the technical solutions in the embodiments of the present disclosure will be described clearly and comprehensively with reference to the drawings in the embodiments of the present disclosure. Obviously, the described embodiments are part of the embodiments of the present disclosure, rather than all of them. All other embodiments obtained by those of ordinary skill in the art without paying any creative effort based on the embodiments in the present disclosure belong to the scope of protection of the present disclosure.

[0030] It may be understood that, before using the technical solutions disclosed in the embodiments of the present disclosure, it is necessary to inform the user of the type, range of use, use scenarios, etc., of personal information involved in the present disclosure and obtain the authorization of the user in an appropriate manner in accordance with relevant laws and regulations.

[0031] For example, in response to receiving an active request from a user, prompt information is sent to the user to clearly inform the user that the requested operation will require access to and use of the user's personal information. In this way, the user may independently choose whether to provide personal information to software or hardware, such as an electronic device, an application, a server, or a storage medium, that performs the operations of the technical solutions of the present disclosure based on the prompt information.

[0032] As an optional but non-limiting implementation, in response to receiving the active request from the user, the prompt information may be sent to the user in the form of, for example, a pop-up window, and the prompt information may be presented in the pop-up window in text. In addition, the pop-up

window may also include a selection control for the user to choose whether to "agree" or "disagree" to provide personal information to the electronic device.

[0033] It may be understood that, the above process of notifying and acquiring user authorization is only illustrative and does not limit the implementations of the present disclosure, and other methods that meet relevant laws and regulations may also be applied to the implementations of the present disclosure.

[0034] In order to solve the technical problem that the generation manner of the content generation method is relatively simplistic, the present disclosure provides a video generation method and apparatus, a device, a computer-readable storage medium, and a product.

[0035] It should be noted that, the video generation method and apparatus, the device, the computer-readable storage medium, and the product provided by the present disclosure may be applied to any scenario where a video is generated based on an image and/or text.

[0036] With the continuous development of artificial intelligence, a user may determine an image and/or text according to actual needs, and an image may be generated through artificial intelligence technology based on the image and/or text determined by the user. However, the current content generation manners are often relatively simplistic, and the generated images may not match the actual needs of the user, thus affecting the user experience.

[0037] In the process of solving the above technical problem, the inventors have found that in order to enrich the content generation method, in addition to generating an image based on an image and/or text, a video may also be generated based on an image and/or text. In addition, in order to make the generated video more in line with the personalized needs of the user, a parameter setting interface may also be opened up to the user, so that the user may set a video parameter based on the parameter setting interface. In this way, the video may be generated based on description content together with the video parameter that are determined by the user, thereby improving the content quality of the generated target video.

[0038] In addition, in order to enrich the display content and interaction manners in the content display page, at least one reference video posted historically may also be displayed in the content display page. In this way, when browsing the favorited reference video, the user may generate a target video similar to the reference video based on a trigger operation on the reference video.

[0039] Fig. 1 is a schematic flowchart of a video generation method provided by an embodiment of the present disclosure. As shown in Fig. 1, the method includes:

[0040] Step 101: displaying at least one video generation control in a preset content display page, and displaying, in the content display page, at least one reference video posted historically.

[0041] An execution body of this embodiment is a video generation apparatus. The video generation apparatus may be coupled in a terminal device, so that first description content and a video parameter may be determined based on a trigger operation of a user on the terminal device, and a video generation operation may be performed based on the first description content and the video parameter. Alternatively, the video generation apparatus may also be coupled in a server, so that an operation instruction triggered

by the user on the terminal device may be acquired, the first description content and the video parameter may be determined based on the operation instruction, and the video generation operation may be performed based on the first description content and the video parameter.

[0042] In this implementation, a preset content display page may be displayed in response to a preset trigger operation of the user. For example, the preset content display page is displayed in response to the user's trigger operation on a preset application identification, or the preset content display page may be displayed in response to the user's trigger operation on a preset video generation link, which is not limited in the present disclosure.

[0043] Optionally, a video generation control may be displayed in the preset content display page, so that the user may perform a video generation operation through a trigger operation on the video generation control. The number of the video generation control may be at least one, so that the user may perform the trigger operation on the video generation control in the content display page more flexibly.

[0044] Further, at least one reference video that is posted historically may also be displayed in the content display page. The reference video may be a generated video which is generated and posted historically by other users, or may be a target video which is generated and posted historically by the current user. When the user is interested in a certain reference video, the user may trigger the reference video to generate a target video similar to the reference video. For example, when the user is interested in a certain reference video, the user may trigger the reference video, so that the target video may be generated based on description content and a video parameter for generating the reference video.

[0045] Step 102: acquiring, in response to a trigger operation of the user on the at least one video generation control or the reference video, first description content and a video parameter that are determined by the user.

[0046] In this implementation, after displaying at least one video generation control and at least one reference video, respectively, the user may perform a setting operation of the first description content and the video parameter through the trigger operation on the at least one video generation control or the reference video.

[0047] Optionally, in response to the trigger operation of the user on the at least one video generation control or the reference video, a content configuration page may be displayed, and the user may perform an operation of determining the first description content and the video parameter in the content configuration page. The first description content includes, but is not limited to, image content and/or text media content. The image content may be a first video frame and/or a last video frame of the generated target video.

[0048] In the case where the first description content includes the image content and the text media content by way of example, the image content may be an image of a little girl in a Christmas style, and the text description content may be that a little girl in a red sweater is smiling and standing in front of a

Christmas tree. In this way, the target video that is more in line with the requirements of the user may be generated based on the accurate description of the image content and the text media content.

[0049] The video parameter includes, but is not limited to, a camera movement parameter, a motion speed parameter, a video color parameter, etc., which is not limited in the present disclosure.

[0050] Step 103: generating, in response to a generation operation triggered by the user, a target video based on the first description content and the video parameter.

[0051] In this implementation, after determining the first description content and the video parameter, the user may trigger the generation operation. The generation operation may be generated after the user performs a trigger operation on a preset generation control. In response to the generation operation triggered by the user, the target video is generated based on the first description content and the video parameter. A pre-trained video generation model may be used to generate the target video based on the first description content and the video parameter.

[0052] According to the video generation method provided by this embodiment, at least one video generation control and at least one reference video posted historically are displayed in the content display page, so that the display content in the content display page may be enriched, and the trigger manners for video generation may also be enriched. Moreover, the user is enabled to determine the first description content through the trigger operation on the video generation control or the reference video, so that the target video may be generated subsequently based on the first description content. In addition, in order to make the generated target video more in line with the personalized needs of the user, the video parameter determined by the user may also be acquired, and the generation operation of the target video may be performed based on the first description content and the video parameter together, thereby improving the content quality of the generated target video and improving the user experience.

[0053] Optionally, based on any of the above embodiments, the content display page includes a first display area and a second display area, and the first display area and the second display area are respectively located at two adjacent edges of the content display page. Step 101 includes:

[0054] displaying a first video generation control in a preset function list in the first display area; and

[0055] displaying a second video generation control in the second display area.

[0056] In this embodiment, the content display page includes the first display area and the second display area, and the first display area and the second display area are respectively located at two adjacent edges of the content display page. For example, the first display area may be located on a left edge of the content display page, and the second display area may be located on an upper edge of the content display page. A function list may be provided in the first display area, and the function list may include multiple function controls, which may include the first video generation control. The second video generation control is displayed in the second display area.

[0057] Optionally, a display size of the second video generation control may be larger than a display size of the first video generation control, so that the user may view the second video generation control more intuitively.

[0058] Optionally, based on any of the above embodiments, step 101 includes:

[0059] displaying the at least one reference video in an area other than the first display area and the second display area in the content display page.

[0060] In this embodiment, at least one reference video may be displayed in the area other than the first display area and the second display area in the content display page. The reference video may be a generated video which is generated and posted historically by other users, or may be a target video which is generated and posted historically by the current user. When the user is interested in a certain reference video, the user may trigger the reference video to generate a target video similar to the reference video.

[0061] Fig. 2 is a schematic diagram of a display interface provided by an embodiment of the present disclosure. As shown in Fig. 2, a content display page 21 includes a first display area 22 and a second display area 23, a function list is provided in the first display area 22, the function list includes a first video generation control 24, and a second video generation control 25 is provided in the second display area 23. At least one reference video 26 is displayed in an area other than the first display area and the second display area in the content display page.

[0062] According to the video generation method provided by this embodiment, the first video generation control and the second video generation control are displayed in the content display page, so that the user may trigger the video generation operation more conveniently. In addition, the reference video is displayed in the content display page, so that the user may be provided with inspiration for video generation, and the display content and interaction manners in the content display page may be enriched.

[0063] Further, based on any of the above embodiments, step 102 includes:

[0064] displaying, in response to the trigger operation of the user on the at least one video generation control, a preset content configuration page, and acquiring the first description content and the video parameter that are determined by the user in the content configuration page.

[0065] Alternatively, the acquiring, in response to a trigger operation of the user on the at least one video generation control or the reference video, first description content and a video parameter that are determined by the user includes:

[0066] displaying, in response to the trigger operation of the user on the reference video, a preset production control;

[0067] displaying, in response to a trigger operation of the user on the production control, the preset content configuration page; and

[0068] determining a preset image frame in the reference video as image content in the first description content, and acquiring text description content and the video parameter that are determined by the user in the content configuration page.

[0069] In this embodiment, after displaying at least one video generation control in the content display page, in response to the user's trigger operation on any video generation control, a preset content configuration page may be displayed. The content configuration page may be used to configure description content and a video parameter. The first description content and the video parameter that are determined by the user in the content configuration page are acquired. In this way, a video generation operation may be performed subsequently based on the first description content and the video parameter.

[0070] Optionally, a display size of the content configuration page may be smaller than a display size of the content display page, and the content configuration page is displayed at an upper layer of the content display page or at a preset display position in the content display page. Alternatively, a new page may be jumped to for displaying the content display page, which is not limited in the present disclosure.

[0071] Fig. 3 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure. As shown in Fig. 3, a content display page 31 includes at least one video generation control 32. In response to a trigger operation of the user on the at least one video generation control 32, a preset content configuration page 33 is displayed, and the user may determine first description content and a video parameter in the content configuration page 33.

[0072] As an implementable manner, the user may also trigger reference video to generate the target video. In response to the user's trigger operation on the reference video, a preset production control is displayed. In response to the user's trigger operation on the production control, the preset content configuration page is displayed.

[0073] Optionally, if a first frame image and/or a last frame image are provided in the reference video, the first frame image and/or the last frame image in the reference video may be determined as the image content in the first description content. Alternatively, a preset number of image frames in the reference video may be determined as the image content, or an image frame specified by the user in the reference video may be acquired, and the image frame specified by the user may be determined as the image content, which is not limited in the present disclosure.

[0074] Further, after displaying the content configuration page, the text description content and the video parameter that are determined by the user in the content configuration page are acquired, so that the target video may be generated based on the image content, the text description content, and the video parameter. Alternatively, the video parameter determined by the user in the content configuration page may be acquired, and the target video may be generated only based on the image content and the video parameter, which is not limited in the present disclosure.

[0075] Fig. 4 is a schematic diagram of interface interaction provided by another embodiment of the present disclosure. As shown in Fig. 4, a content display page 41 includes at least one reference video 42. In response to a trigger operation of the user on the reference video 42, a preset production control 43 is displayed. In response to the user's trigger operation on the production control 43, a preset image frame in the reference video is determined as image content in first description content, and a preset content

configuration page 44 is displayed. The user may determine text description content and a video parameter in the content configuration page 44, or the user may determine a video parameter in the content configuration page 44.

[0076] According to the video generation method provided by this embodiment, the content configuration page is displayed based on the user's trigger operation on the video generation control or the reference video, so that the user may trigger the video generation operation in the content display page more conveniently, and the interaction manners in the content display page are enriched.

[0077] Further, based on any of the above embodiments, after displaying a preset content configuration page in response to the trigger operation of the user on the at least one video generation control, the method further includes:

[0078] displaying a first description content determination area in the content configuration page, where the first description content determination area includes a preset first switching control, and the first switching control is configured to switch to display different description content determination controls in response to a trigger operation of the user; and

[0079] displaying a video parameter configuration area in the content configuration page, where the video parameter configuration area includes at least a camera movement parameter configuration control and a basic parameter configuration control.

[0080] In this embodiment, the user may determine image content and/or text media content as description content according to actual needs.

[0081] After displaying the content configuration page, the first description content determination area may be displayed in the content configuration page, and the first description content determination area includes the preset first switching control. In this way, the user may switch to display different description content determination controls based on the first switching control, so as to determine different first description content based on the different description content determination controls.

[0082] For example, after displaying the content configuration page, an image determination control and a text input control may be displayed in the content configuration page, and the user may determine the image content and the text media content as the first description content or determine the image content as the first description content based on the image determination control and the text input control. In response to the user's trigger operation on the first switching control, the text input control may be displayed in the content configuration page, so that the user may input, based on the text input control, text media content as the first description content.

[0083] As an implementable manner, the image determination control and a text determination control may be displayed in the first switching control. When displaying the content configuration page, the image determination control may be displayed first, and the image determination control may include an image determination sub-control and a text content input box sub-control, the user may determine the image content based on the image determination sub-control, and the user may determine the text media

content based on the text content input box sub-control. In response to the user's trigger operation on the text determination control, a text content input box may be displayed, so that the user may input text content based on the text content input box.

[0084] In addition, the video parameter configuration area may be displayed in the content configuration page, and the video parameter configuration area includes at least the camera movement parameter configuration control and the basic parameter configuration control. The camera movement parameter configuration control includes multiple preset camera movement types, and the user may select a camera movement type according to actual needs. The basic parameter configuration control includes, but is not limited to, a video size configuration control, a camera movement speed configuration control, a color configuration control, etc., which is not limited in the present disclosure.

[0085] Fig. 5 is a schematic diagram of another interface interaction provided by an embodiment of the present disclosure. As shown in Fig. 5, a content configuration page 51 includes a first description content determination area 52, the first description content determination area 52 includes a preset first switching control 53, and the first switching control 53 is configured to switch to display different description content determination controls 54 in response to a trigger operation of the user. In this way, the user may determine an image and/or text as description content according to actual needs. A video parameter configuration area 55 is displayed in the content configuration page 51, and the video parameter configuration area 55 includes at least a camera movement parameter configuration control 56 and a basic parameter configuration control 57.

[0086] According to the video generation method provided by this embodiment, the first switching control is configured in the content configuration page, so that the user may flexibly determine the description content based on the first switching control. In addition, the camera movement parameter configuration control and the basic parameter configuration control are configured in the content configuration page, so that the user may configure the video parameter based on the camera movement parameter configuration control and the basic parameter configuration control, so that the target video generated based on the video parameter may be more in line with the personalized needs of the user.

[0087] Further, based on any of the above embodiments, the description content determination control includes an image determination control and/or a text determination control, and the image determination control includes a first frame image determination sub-control and/or a last frame image determination sub-control. After displaying the first description content determination area in the content configuration page, the method further includes:

[0088] determining, in response to a trigger operation of the user on the first frame image determination sub-control and/or the last frame image determination sub-control, a first frame image and/or a last frame image determined by the user as the image content,

[0089] where the first frame image is a first video frame corresponding to the target video, and the last frame image is a last video frame corresponding to the target video.

[0090] In this embodiment, the user may configure the first and last frames of the target video according to actual needs, so that the target video is more in line with the personalized needs of the user.

[0091] Optionally, the image determination control includes the first frame image determination sub-control and/or the last frame image determination sub-control. After displaying the image determination control and the text input control in the media content determination area, in response to the user's trigger operation on the first frame image determination sub-control and/or the last frame image determination sub-control, the first frame image and/or the last frame image determined by the user are determined as the image content. The first frame image and/or the last frame image determined by the user may be selected from a preset storage path, or may be acquired in real time, which is not limited in the present disclosure. The first frame image is the first video frame corresponding to the target video, and the last frame image is the last video frame corresponding to the target video.

[0092] According to the video generation method provided by this embodiment, the first frame image and/or the last frame image determined by the user are determined as the image content in response to the user's trigger operation on the first frame image determination sub-control and/or the last frame image determination sub-control, so that the user may configure the first and last frames of the target video according to actual needs, so that the target video is more in line with the personalized needs of the user, and the user experience is improved.

[0093] Further, based on any of the above embodiments, after the determining a preset image frame in the reference video as image content in the first description content, the method further includes:

[0094] adjusting, in response to an editing operation triggered by the user on the image content, the preset image frame in the reference video, where the editing operation includes at least one of a replacement operation, a deletion operation, or an addition operation.

[0095] In this embodiment, after determining the preset image frame in the reference video as the image content, the user may further perform an adjustment operation on the image content according to actual needs, so that the determined image content is more in line with the personalized needs of the user.

[0096] Optionally, in response to the editing operation triggered by the user on the image content, the preset image frame in the reference video is adjusted, where the editing operation includes at least one of the replacement operation, the deletion operation, or the addition operation. For example, the user may specify a video frame in the reference video to replace the current preset video frame, or the user may acquire an image from a preset storage path to replace the current preset video frame, or the user may delete the current preset video frame, which is not limited in the present disclosure.

[0097] According to the video generation method provided by this embodiment, after the image content is determined based on the reference video, the image content is adjusted based on the editing operation triggered by the user, so that the first and last frames of the target video may be more in line with the personalized needs of the user, and the user experience is improved.

[0098] Further, based on any of the above embodiments, after the displaying a video parameter configuration area in the content configuration page, the method further includes:

[0099] displaying, in response to a trigger operation of the user on the camera movement parameter configuration control, at least one preset camera movement effect;

[0100] determining a target camera movement effect selected by the user based on a selection operation of the user among the at least one preset camera movement effect;

[0101] acquiring, in response to a trigger operation of the user on the basic parameter configuration control, a video display parameter and a motion speed parameter that are determined by the user; and

[0102] determining the target camera movement effect, the video display parameter, and the motion speed parameter that are determined by the user as the video parameter.

[0103] In this embodiment, after the video parameter configuration area is displayed in the content configuration page, at least one preset camera movement effect may be displayed through the trigger operation of the user on the camera movement parameter configuration control. The user may perform the selection operation among the at least one preset camera movement effect according to actual needs, to acquire the target camera movement effect selected by the user. The camera movement effect includes, but is not limited to, one or more of a camera movement effect of simulated zoom-in, a camera movement effect of simulated zoom-out, a camera movement effect of simulated rotation around a subject, a camera movement effect of simulated panning left and right, and a camera movement effect of simulated tilting up and down.

[0104] In addition, the video display parameter and the motion speed parameter determined by the user may be acquired in response to the user's trigger operation on the basic parameter configuration control. For example, in response to the user's trigger operation on a video display parameter control, at least one preset display parameter may be displayed, and in response to the selection operation triggered by the user, a display parameter selected by the user is determined as the video display parameter. The video display parameter includes, but is not limited to, an aspect ratio parameter of the video, a color parameter of the video, etc. The motion speed parameter may be a motion speed and a motion intensity of a moving subject in the target video.

[0105] The target camera movement effect, the video display parameter, and the motion speed parameter determined by the user are determined as the video parameter. In this way, in response to the generation operation triggered by the user, the target video may be generated based on the video parameter and the first description content.

[0106] According to the video generation method provided by this embodiment, the camera movement parameter configuration control and the basic parameter configuration control are displayed in the content configuration page, so that the user may configure video parameters such as the target camera movement effect, the video display parameter, and the motion speed parameter based on the camera movement

parameter configuration control and the basic parameter configuration control, so that the target video generated based on the video parameters may be more in line with the personalized needs of the user.

[0107] Further, based on any of the above embodiments, after step 103, the method further includes:

[0108] displaying the content configuration page and the target video in a preset result display page, where the first description content and the video parameter that are determined by the user are displayed in the content configuration page.

[0109] In this embodiment, after the target video is generated, the result display page may be displayed. The content configuration page and the target video are displayed in the preset result display page, where the first description content and the video parameter determined by the user are displayed in the content configuration page. In this way, the user may view the generated target video, as well as the first description content and the video parameter that are used for generating the target video in the result display page more intuitively.

[0110] Optionally, if the user is not satisfied with the effect of the currently generated target video, the user may adjust the first description content and/or the video parameter in the content configuration page, and a new target video may be generated based on the adjusted first description content and/or adjusted video parameter.

[0111] According to the video generation method provided by this embodiment, the content configuration page and the target video are displayed in the preset result display page, so that the user may simultaneously view the target video, the first description content, and the video parameter. In this way, the user may adjust the first description content and the video parameter more conveniently.

[0112] Further, based on any of the above embodiments, after the displaying the content configuration page and the target video in a preset result display page, the method further includes:

[0113] performing, in response to a trigger operation of the user on a generation control preset in the content configuration page, the video generation operation, again, based on the first description content and the video parameter;

[0114] displaying preset display content in the result display page before the video generation operation is completed; and

[0115] displaying a re-generated target video in the result display page after the video generation operation is completed.

[0116] In this embodiment, the generation control is preset in the content configuration page. After the target video is generated, if the user is not satisfied with the currently generated target video, the user may trigger the generation control to perform the video generation operation again based on the first description content and the video parameter.

[0117] Optionally, in response to the trigger operation of the user on the generation control preset in the content configuration page, the video generation operation is performed again based on the first description content and the video parameter. Before the video generation operation is completed, in order

to avoid the situation of displaying blank content in the process of video generation, the preset display content is displayed in the result display page.

[0118] Further, after the video generation operation is completed, the re-generated target video may be displayed in the result display page. The target video generated last time and the re-generated target video may be simultaneously displayed in the result display page, or the target video generated last time may be replaced with the re-generated target video, which is not limited in the present disclosure.

[0119] Further, based on any of the above embodiments, the displaying preset display content in the result display page includes:

[0120] determining, in response to the first description content including image content, the image content as the preset display content; and

[0121] displaying, in response to the first description content including no image content, preset image content in the result display page.

[0122] In this embodiment, if the first description content corresponding to the target video includes image content, in order to avoid the situation of displaying blank content in the process of re-generating the target video, the image content may be determined as preset display content, and the preset display content is displayed in the result display page before the new target video is generated.

[0123] On the contrary, if the first description content does not include image content, preset image content is displayed in the result display page. The words "Generating in progress" may be displayed in the image content to prompt the user of the current video generation progress.

[0124] According to the video generation method provided by this embodiment, after acquiring the re-generation operation triggered by the user, the preset display content is displayed in the result display page before the video generation operation is completed, so that the display content in the result display page may be enriched, the situation of displaying blank content in the process of video generation may be avoided, and the display effect in the result display page is optimized.

[0125] Further, based on any of the above embodiments, the result display page further includes a preset extension control. After the displaying the content configuration page and the target video in the preset result display page, the method further includes:

[0126] generating, in response to a trigger operation of the user on an extension control, an extended video based on the first description content and the video parameter, where a video length of the extended video is longer than a video length of the target video.

[0127] In this embodiment, the result display page further includes the preset extension control. After the target video is generated, if the user is not interested in the currently generated target video, the extension control may be used to generate a target video with a longer video length.

[0128] Optionally, in response to the user's trigger operation on the extension control, the extended video is generated based on the first description content and the video parameter, where the video length of the extended video is longer than the video length of the target video. The extended video may be a video that

is extended by N seconds on the basis of the target video, or may be a video that is different from the target video and has a longer video duration and that is generated based on the first description content and the video parameter, which is not limited in the present disclosure.

[0129] As an implementable manner, each time the user triggers the extension control, the target video may be extended by a preset duration. The user may at most extend the target video by a preset duration threshold, where the duration threshold is greater than the preset duration. After the extended duration reaches the preset duration threshold, the extension control may be set to a preset non-triggerable state. For example, the preset duration may be three seconds, and the user may at most extend the target video by nine seconds. That is, after the user triggers the extension control three times, the extension control may be set to the preset non-triggerable state.

[0130] Fig. 6 is a schematic diagram of another display interface provided by an embodiment of the present disclosure. As shown in Fig. 6, after the target video is generated, a content configuration page 62 and the target video 63 may be displayed in a result display page 61. In this way, the user may adjust the video parameter according to the display effect of the target video 63 more flexibly. In addition, the result display page 61 further includes a generation control 64. If the target video does not meet the actual needs of the user, the user may also trigger the generation control 64 to re-perform the video generation operation based on the description content and the video parameter. The result display page 61 further includes an extension control 65. In response to the user's operation on the extension control 65, an extended video with a video length longer than that of the target video may be generated based on the first description content and the video parameter.

[0131] According to the video generation method provided by this embodiment, the extension control is displayed in the result display page, so that the user may adjust the video length of the target video according to actual needs, so as to improve the video quality of the target video.

[0132] Fig. 7 is a schematic flowchart of a video generation method provided by another embodiment of the present disclosure. Based on any of the above embodiments, as shown in Fig. 7, the content display page further includes at least one image generation control, and the method further includes:

[0133] Step 701: displaying a content configuration page in response to a trigger operation of the user on the image generation control.

[0134] Step 702: acquiring second description content determined by the user in the content configuration page.

[0135] Step 703: generating, in response to a generation operation triggered by the user, a target image based on the second description content.

[0136] In this embodiment, at least one image generation control may be further preset in the content display page, so that the user may trigger an image generation operation in the content display page based on the image generation control. A first image generation control may be provided in the first display area,

and a second image generation control may be provided in the second display area, so that the user may trigger the image generation operation more conveniently.

[0137] Optionally, the content configuration page is displayed in response to the user's trigger operation on the image generation control. In this way, the user may determine the second description content in the content configuration page, where the second description content includes image content and/or text media content.

[0138] The second description content determined by the user in the content configuration page is acquired. An image upload control and/or a text input control may be preset in the content configuration page, and the user may determine the image content and/or the text media content based on the image upload control and/or the text input control. In response to the generation operation triggered by the user, the target image may be generated based on the second description content. A generation control may be preset in the content configuration page, and in response to the user's trigger operation on the generation control, the target image may be generated based on the second description content.

[0139] According to the video generation method provided by this embodiment, at least one image generation control is displayed in the content display page, so that the user may simultaneously implement the image generation operation and the video generation operation in the content display page, thereby enriching the display content and interaction manners in the content display page.

[0140] Further, based on any of the above embodiments, the content display page includes a preset second switching control. After step 101, the method further includes:

[0141] in response to a trigger operation of the user on the second switching control, switching to display, in the content display page, at least one reference image posted historically.

[0142] In this embodiment, in order to enrich the display content in the content display page, the second switching control may be further preset in the content display page.

[0143] After displaying, in the content display page, at least one reference video posted historically, in response to the user's trigger operation on the second switching control, at least one reference image posted historically is switched to be displayed in the content display page. In this way, the user may flexibly switch between viewing the reference image and viewing the reference video based on the second switching control. The reference image may be a generated image posted historically by other users, or may be a target image generated and posted historically by the current user. When the user is interested in a certain reference image, the user may trigger the reference image to generate a target image similar to the reference image.

[0144] According to the video generation method provided by this embodiment, the second switching control is pre-configured in the content display page, so that the display content in the content display page may be further enriched based on the second switching control.

[0145] Further, based on any of the above embodiments, after step 703, the method further includes:

[0146] acquiring, in response to a trigger operation of the user on the target image, text description content and a video parameter that are determined by the user; and

[0147] generating, in response to a generation operation triggered by the user, a target video based on the target image, the text description content, and the video parameter.

[0148] In this embodiment, after the user generates the target image based on the image generation control or the reference image, the user may further generate the target video based on the target image.

[0149] Optionally, after the target image is generated, the user may view the target image in the result display page. A video generation control may be provided in the result display page, and the user may trigger the video generation control to generate the target video based on the target image. Alternatively, the user may also view the target image posted historically in the page displaying historical posted works, the video generation control may be displayed in response to the user's trigger operation on the target image, and the user may trigger the video generation control to generate the target video based on the target image.

[0150] Further, in response to the user's trigger operation on the target image, the content configuration page may be displayed, and the text description content and the video parameter that are determined by the user in the content configuration page may be acquired. The content configuration page may be as described in the above embodiments, and details are not repeated herein. In response to the generation operation triggered by the user, the target video is generated based on the target image, the text description content, and the video parameter.

[0151] According to the video generation method provided by this embodiment, the target video is further generated based on the target image generated by the user, so that the generation manners of the target video may be enriched, and the user may be enabled to generate the target video that meets the personalized needs of the user based on the favorite target image, thereby improving the user experience.

[0152] Fig. 8 is a schematic structural diagram of a video generation apparatus provided by an embodiment of the present disclosure. As shown in Fig. 8, the apparatus includes: a display module 81, an acquisition module 82, and a generation module 83, where the display module 81 is configured to display at least one video generation control in a preset content display page, and display, in the content display page, at least one reference video posted historically; the acquisition module 82 is configured to acquire, in response to a trigger operation of a user on the at least one video generation control or the reference video, first description content and a video parameter that are determined by the user; and the generation module 83 is configured to generate, in response to a generation operation triggered by the user, a target video based on the first description content and the video parameter.

[0153] Further, based on any of the above embodiments, the content display page includes a first display area and a second display area, and the first display area and the second display area are respectively located at two adjacent edges of the content display page. The display module is configured to: display a

first video generation control in a preset function list in the first display area; and display a second video generation control in the second display area.

[0154] Further, based on any of the above embodiments, the display module is configured to: display the at least one reference video in an area other than the first display area and the second display area in the content display page.

[0155] Further, based on any of the above embodiments, the acquisition module is configured to display, in response to the trigger operation of the user on the at least one video generation control, a preset content configuration page, and acquire the first description content and the video parameter that are determined by the user in the content configuration page. Alternatively, the acquisition module is configured to display, in response to the trigger operation of the user on the reference video, a preset production control; display, in response to a trigger operation of the user on the production control, the preset content configuration page; and determine a preset image frame in the reference video as image content in the first description content, and acquire text description content and the video parameter that are determined by the user in the content configuration page.

[0156] Further, based on any of the above embodiments, the apparatus further includes: a display module, configured to display a first description content determination area in the content configuration page, where the first description content determination area includes a preset first switching control, and the first switching control is configured to switch to display different description content determination controls in response to a trigger operation of the user; and a display module, configured to display a video parameter configuration area in the content configuration page, where the video parameter configuration area includes at least a camera movement parameter configuration control and a basic parameter configuration control.

[0157] Further, based on any of the above embodiments, the description content determination control includes an image determination control and/or a text determination control, and the image determination control includes a first frame image determination sub-control and/or a last frame image determination sub-control. The apparatus further includes: a determination module, configured to determine, in response to a trigger operation of the user on the first frame image determination sub-control and/or the last frame image determination sub-control, a first frame image and/or a last frame image determined by the user as the image content, where the first frame image is a first video frame corresponding to the target video, and the last frame image is a last video frame corresponding to the target video.

[0158] Further, based on any of the above embodiments, the apparatus further includes: an adjustment module, configured to adjust, in response to an editing operation triggered by the user on the image content, a preset image frame in the reference video, where the editing operation includes at least one of a replacement operation, a deletion operation, or an addition operation.

[0159] Further, based on any of the above embodiments, the apparatus further includes: a display module, configured to display, in response to the trigger operation of the user on the camera movement

parameter configuration control, at least one preset camera movement effect; a determination module, configured to determine a target camera movement effect selected by the user based on a selection operation of the user among the at least one preset camera movement effect; an acquisition module, configured to acquire, in response to the trigger operation of the user on the basic parameter configuration control, a video display parameter and a motion speed parameter that are determined by the user; and a processing module, configured to determine the target camera movement effect, the video display parameter, and the motion speed parameter determined by the user as the video parameter.

[0160] Further, based on any of the above embodiments, the apparatus further includes: a display module, configured to display the content configuration page and the target video in a preset result display page, where the first description content and the video parameter that are determined by the user are displayed in the content configuration page.

[0161] Further, based on any of the above embodiments, the apparatus further includes: a generation module, configured to re-perform, in response to a trigger operation of the user on a generation control preset in the content configuration page, a video generation operation based on the first description content and the video parameter; a display module, configured to display preset display content in the result display page before the video generation operation is completed; and a display module, configured to display a re-generated target video in the result display page after the video generation operation is completed.

[0162] Further, based on any of the above embodiments, the display module is configured to: determine image content as preset display content in response to the first description content including the image content; and display preset image content in the result display page in response to the first description content including no image content.

[0163] Further, based on any of the above embodiments, the result display page further includes a preset extension control. The apparatus further includes an extension module, configured to generate, in response to a trigger operation of the user on the extension control, an extended video based on the first description content and the video parameter, where a video length of the extended video is longer than a video length of the target video.

[0164] Further, based on any of the above embodiments, the content display page further includes at least one image generation control, and the apparatus further includes: a display module, configured to display a content configuration page in response to a trigger operation of the user on the image generation control; an acquisition module, configured to acquire second description content determined by the user in the content configuration page; and a generation module, configured to generate, in response to a generation operation triggered by the user, a target image based on the second description content.

[0165] Further, based on any of the above embodiments, the content display page includes a preset second switching control. The apparatus further includes a switching module, configured to switch to

display, in the content display page, at least one reference image posted historically in response to a trigger operation of the user on the second switching control.

[0166] Further, based on any of the above embodiments, the apparatus further includes: an acquisition module, configured to acquire, in response to a trigger operation of the user on the target image, text description content and a video parameter that are determined by the user; and a generation module, configured to generate, in response to a generation operation triggered by the user, a target video based on the target image, the text description content, and the video parameter.

[0167] The apparatus provided by this embodiment may be used to implement the technical solutions of the above method embodiments with similar implementation principles and technical effects, and details are not repeated herein.

[0168] In order to implement the above embodiments, an embodiment of the present disclosure further provides a computer-readable storage medium, where a computer-executable instruction is stored in the computer-readable storage medium, and when the computer-executable instruction is executed by a processor, the video generation method according to any of the above embodiments is implemented.

[0169] In order to implement the above embodiments, an embodiment of the present disclosure further provides a computer program product, including a computer program, and when the computer program is executed by a processor, the video generation method according to any of the above embodiments is implemented.

[0170] In order to implement the above embodiments, an embodiment of the present disclosure further provides an electronic device, including: a processor and a memory;

[0171] where the memory stores a computer-executable instruction; and

[0172] the processor executes the computer-executable instruction stored in the memory so as to processor to execute the video generation method according to any of the above embodiments.

[0173] Fig. 9 is a schematic structural diagram of an electronic device provided by an embodiment of the present disclosure, and the electronic device 900 may be a terminal device or a server. The terminal device may include, but is not limited to, a mobile terminal such as a mobile phone, a laptop, a digital broadcasting receiver, a personal digital assistant (abbreviated as PDA), a tablet computer, a portable media player (abbreviated as PMP), and a vehicle-mounted terminal (such as a vehicle-mounted navigation terminal), and a fixed terminal such as a digital TV and a desktop computer. The electronic device shown in Fig. 9 is only an example, and should not impose any limitation on the function and scope of use of the embodiments of the present disclosure.

[0174] As shown in Fig. 9, the electronic device 900 may include a processing apparatus (e.g., a central processing unit, a graphics processor, etc.) 901, which may perform various appropriate actions and processes according to a program stored in a read-only memory (abbreviated as ROM) 902 or a program loaded from a storage apparatus 908 into a random-access memory (abbreviated as RAM) 903. In the RAM 903, various programs and data necessary for the operation of the electronic device 900 are also

stored. Processing apparatus 901, ROM 902, and RAM 903 are connected to each other through a bus 904. An input/output (I/O) interface 905 is also connected to the bus 904.

[0175] Generally, the following apparatus may be connected to the I/O interface 905: an input apparatus 906 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, and a gyroscope; an output apparatus 907 including, for example, a liquid crystal display (abbreviated as LCD), a speaker, and a vibrator; a storage apparatus 908 including, for example, a magnetic tape and a hard disk; and a communication apparatus 909. The communication apparatus 909 may allow the electronic device 900 to perform wireless or wired communication with other devices to exchange data. Although Fig. 9 shows the electronic device 900 having various apparatus, it should be understood that it is not required to implement or have all of the illustrated apparatus. Alternatively, more or fewer apparatuses may be implemented or provided.

[0176] In particular, according to an embodiment of the present disclosure, the process described above with reference to the flowchart may be implemented as a computer software program. For example, an embodiment of the present disclosure includes a computer program product, which includes a computer program carried on a computer-readable medium, and the computer program includes program code for performing the method shown in the flowchart. In such an embodiment, the computer program may be downloaded and installed from a network via the communication apparatus 909, or installed from the storage apparatus 908, or installed from the ROM 902. When the computer program is executed by the processing apparatus 901, the above-mentioned functions defined in the method of the embodiment of the present disclosure are executed.

[0177] It should be noted that, the above-mentioned computer-readable medium in the present disclosure may be a computer-readable signal medium, a computer-readable storage medium, or any combination thereof. The computer-readable storage medium may be, for example, but is not limited to, an electrical, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, or device, or any combination thereof. More specific examples of the computer-readable storage medium may include, but are not limited to: an electrical connection having one or more wires, a portable computer magnetic disk, a hard disk, a random-access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disc read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination of the above. In the present disclosure, the computer-readable storage medium may be any tangible medium that contains or stores a program, and the program may be used by or in combination with an instruction execution system, apparatus, or device. In the present disclosure, the computer-readable signal medium may include a data signal propagated in a baseband or as a part of a carrier, and computer-readable program code is carried therein. This propagated data signal may take many forms, including but not limited to, an electromagnetic signal, an optical signal, or any suitable combination of the above. The computer-readable signal medium may also be any computer-readable medium other than the computer-

readable storage medium, and the computer-readable signal medium may send, propagate, or transmit a program for use by or in combination with an instruction execution system, apparatus, or device. The program code contained on the computer-readable medium may be transmitted in any suitable medium, including but not limited to: a wire, an optical cable, a radio frequency (RF), etc., or any suitable combination of the above.

[0178] The above-mentioned computer-readable medium may be contained in the above-mentioned electronic device; or it may exist alone without being assembled into the electronic device.

[0179] The above-mentioned computer-readable medium carries one or more programs, and when the one or more programs are executed by the electronic device, the electronic device is caused to perform the method shown in the above-mentioned embodiments.

[0180] The computer program code for performing the operations of the present disclosure may be written in one or more programming languages or a combination thereof, where the programming languages include object-oriented programming languages such as Java, Smalltalk, and C++, and also include conventional procedural programming languages such as "C" language or similar programming languages. The program code may be executed entirely on a user's computer, partly on the user's computer, as a stand-alone software package, partly on the user's computer and partly on a remote computer, or entirely on the remote computer or server. In the case of involving the remote computer, the remote computer may be connected to the user's computer through any kind of network, including a local area network (abbreviated as LAN) or a wide area network (abbreviated as WAN), or it may be connected to an external computer (for example, connected by using Internet provided by an Internet service provider).

[0181] The flowcharts and block diagrams in the drawings illustrate the possibly implemented architectures, functions, and operations of the system, the method, and the computer program product according to various embodiments of the present disclosure. In this regard, each block in the flowchart or block diagram may represent a module, program segment, or part of code, which contains one or more executable instructions for implementing specified logical functions. It should also be noted that, in some alternative implementations, the functions marked in the blocks may also occur in an order different from that marked in the drawings. For example, two blocks shown in succession may actually be executed substantially in parallel, or they may sometimes be executed in the reverse order, depending on the functions involved. It should also be noted that each block in the block diagram and/or the flowchart, and a combination of the blocks in the block diagram and/or the flowchart may be implemented by a dedicated hardware-based system that executes specified functions or operations, or may be implemented by a combination of dedicated hardware and computer instructions.

[0182] The involved units described in the embodiments of the present disclosure may be implemented by software or by hardware. The name of a unit does not constitute a limitation on the unit itself under

certain circumstances, for example, the first acquisition unit may also be described as "a unit for acquiring at least two internet protocol addresses".

[0183] The functions described above herein may be performed at least in part by one or more hardware logic components. For example, without limitation, exemplary types of hardware logic components that may be used include: a field programmable gate array (FPGA), an application specific integrated circuit (ASIC), an application specific standard product (ASSP), a system on chip (SOC), a complex programmable logical device (CPLD), etc.

[0184] In the context of the present disclosure, a machine-readable medium may be a tangible medium that may contain or store a program for use by or in combination with an instruction execution system, apparatus, or device. The machine-readable medium may be a machine-readable signal medium or a machine-readable storage medium. The machine-readable medium may include, but is not limited to, an electrical, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, or device, or any suitable combination of the above. More specific examples of the machine-readable storage medium may include an electrical connection based on one or more wires, a portable computer magnetic disk, a hard disk, a random-access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disc read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination of the above.

[0185] The above description is only preferred embodiments of the present disclosure and an explanation of the technical principles employed. Those skilled in the art should understand that the disclosed scope involved in the present disclosure is not limited to the technical solutions formed by the specific combination of the above technical features, but also covers other technical solutions formed by the arbitrary combination of the above technical features or their equivalent features without departing from the above disclosed concept, for example, a technical solution formed by replacing the above features with the technical features with similar functions disclosed in the present disclosure (but not limited thereto).

[0186] In addition, although the various operations are depicted in a particular order, this should not be understood as requiring the operations to be performed in the particular order shown or in a sequential order. Under certain circumstances, multitasking and parallel processing may be advantageous. Similarly, although the above discussion contains several specific implementation details, these should not be interpreted as limiting the scope of the present disclosure. Certain features that are described in the context of separate embodiments may also be implemented in combination in a single embodiment. Conversely, various features described in the context of a single embodiment may also be implemented in multiple embodiments individually or in any suitable sub-combination.

[0187] Although the subject matter has been described in language specific to structural features and/or logical actions of the method, it should be understood that the subject matter defined in the appended

claims is not necessarily limited to the specific features or actions described above. Conversely, the specific features and actions described above are only exemplary forms of implementing the claims.

CLAIMS

1. A video generation method, comprising:

displaying at least one video generation control in a preset content display page, and displaying, in the content display page, at least one reference video posted historically;

acquiring first description content and a video parameter that are determined by a user in response to a trigger operation of the user on the at least one video generation control or the reference video; and

generating a target video based on the first description content and the video parameter in response to a generation operation triggered by the user.

2. The method according to claim 1, wherein the content display page comprises a first display area and a second display area; and the displaying at least one video generation control in a preset content display page comprises:

displaying a first video generation control in a preset function list in the first display area; and

displaying a second video generation control in the second display area.

3. The method according to claim 2, wherein the displaying, in the content display page, at least one reference video posted historically comprises:

displaying the at least one reference video in an area other than the first display area and the second display area in the content display page.

4. The method according to any one of claims 1 to 3, wherein

the acquiring first description content and a video parameter that are determined by a user in response to a trigger operation of the user on the at least one video generation control or the reference video comprises:

displaying, in response to the trigger operation of the user on the at least one video generation control, a preset content configuration page, and acquiring the first description content and the video parameter that are determined by the user in the content configuration page; or,

the acquiring first description content and a video parameter that are determined by a user in response to a trigger operation of the user on the at least one video generation control or the reference video comprises:

displaying, in response to the trigger operation of the user on the reference video, a preset production control;

displaying, in response to a trigger operation of the user on the production control, a preset content configuration page; and

determining a preset image frame in the reference video as image content in the first description content, and acquiring text description content and a video parameter that are determined by the user in the content configuration page.

5. The method according to claim 4, wherein the displaying, in response to the trigger operation of the user on the at least one video generation control, a preset content configuration page comprises:

displaying a first description content determination area in the content configuration page, wherein the first description content determination area comprises a preset first switching control, and the first switching control is configured to switch to display different description content determination controls in response to a trigger operation of the user; and

displaying a video parameter configuration area in the content configuration page, wherein the video parameter configuration area comprises at least a camera movement parameter configuration control and a basic parameter configuration control.

6. The method according to claim 5, wherein the description content determination control comprises an image determination control and/or a text determination control; the image determination control comprises a first frame image determination sub-control and/or a last frame image determination sub-control; and after the displaying a first description content determination area in the content configuration page, the method further comprises:

determining, in response to a trigger operation of the user on the first frame image determination sub-control and/or the last frame image determination sub-control, a first frame image and/or a last frame image that are determined by the user as the image content,

wherein the first frame image is a first video frame corresponding to the target video, and the last frame image is a last video frame corresponding to the target video.

7. The method according to any one of claims 4 to 6, wherein after the determining a preset image frame in the reference video as image content in the first description content, the method further comprises:

adjusting, in response to an editing operation triggered by the user on the image content, the preset image frame in the reference video, wherein the editing operation comprises at least one of a replacement operation, a deletion operation, or an addition operation.

8. The method according to claim 5 or 6, wherein the displaying a video parameter configuration area in the content configuration page comprises:

displaying, in response to a trigger operation of the user on the camera movement parameter configuration control, at least one preset camera movement effect;

determining, among the at least one preset camera movement effect, a target camera movement effect selected by the user based on a selection operation of the user;

acquiring, in response to a trigger operation of the user on the basic parameter configuration control, a video display parameter and a motion speed parameter that are determined by the user; and

determining the target camera movement effect, the video display parameter, and the motion speed parameter that are determined by the user as the video parameter.

9. The method according to any one of claims 1 to 8, wherein after the generating a target video based on the first description content and the video parameter in response to a generation operation triggered by the user, the method further comprises:

displaying a content configuration page and the target video in a preset result display page, wherein the first description content and the video parameter that are determined by the user are displayed in the content configuration page.

10. The method according to claim 9, wherein after the displaying a content configuration page and the target video in a preset result display page, the method further comprises:

re-performing, in response to a trigger operation of the user on a preset generation control in the content configuration page, a video generation operation based on the first description content and the video parameter;

displaying preset display content in the result display page before the video generation operation is completed; and

displaying a re-generated target video in the result display page after the video generation operation is completed.

11. The method according to claim 10, wherein the displaying preset display content in the result display page comprises:

determining, in response to the first description content comprising image content, the image content as the preset display content; and

displaying, in response to the first description content comprising no image content, preset image content in the result display page.

12. The method according to claim 11, wherein the result display page further comprises a preset extension control; and after the displaying a content configuration page and the target video in a preset result display page, the method further comprises:

generating, in response to a trigger operation of the user on the extension control, an extended video based on the first description content and the video parameter, wherein a video length of the extended video is longer than a video length of the target video.

13. The method according to any one of claims 1 to 12, wherein the content display page further comprises at least one image generation control, and the method further comprises:

displaying a content configuration page in response to a trigger operation of the user on the image generation control;

acquiring second description content determined by the user in the content configuration page; and

generating a target image based on the second description content in response to the generation operation triggered by the user.

14. The method according to claim 13, wherein the content display page comprises a preset second switching control; and after the displaying, in the content display page, at least one reference video posted historically, the method further comprises:

switching to display, in the content display page, at least one reference image posted historically in response to a trigger operation of the user on the second switching control.

15. The method according to claim 13 or 14, wherein after the generating a target image based on the second description content in response to the generation operation triggered by the user, the method further comprises:

acquiring text description content and a video parameter that are determined by the user in response to a trigger operation of the user on the target image; and

generating a target video based on the target image, the text description content, and the video parameter in response to the generation operation triggered by the user.

16. A video generation apparatus, comprising:

a display module, configured to display at least one video generation control in a preset content display page, and display, in the content display page, at least one reference video posted historically;

an acquisition module, configured to acquire first description content and a video parameter that are determined by a user in response to a trigger operation of the user on the at least one video generation control or the reference video; and

a generation module, configured to generate a target video based on the first description content and the video parameter in response to a generation operation triggered by the user.

17. An electronic device, comprising: a processor and a memory,

wherein the memory is configured to store computer-executable instructions; and

the computer-executable instructions stored in the memory, when executed by the processor, are configured to cause the processor to execute the video generation method according to any one of claims 1 to 15.

18. A computer-readable storage medium, storing computer-executable instructions, wherein the computer-executable instructions, when executed by a processor, are configured to cause the processor to implement the video generation method according to any one of claims 1 to 15.