ABSTRACT

The present disclosure relates to a special effect display method and apparatus, a device, a storage medium, and a program product. The method comprises: setting a physical property of a target effect object, wherein the physical property comprises a gravity parameter of the target effect object; determining a current position and a target position of the target effect object; determining a floating force parameter based on the current position and the target position; and controlling the target effect object to float to display a floating animation effect of the target effect object, based on the physical property and the floating force parameter and according to a kinematic model, wherein the kinematic model is configured to analyze a motion state of an object with the physical property under a floating force indicated by the floating force parameter.