Claims

1. A method for generating media content, comprising:

displaying an editing item of a first effect, the first effect being an effect already posted in a current application, and the editing item being configured to edit the first effect;

creating and generating, in response to an effect generation operation, a second effect based on an editing operation on the first effect; and

generating first media content within the current application based on the second effect.

2. The method according to claim 1, wherein before displaying the editing item of the first effect, the method further comprises:

switching to a media resource obtaining interface in response to a triggering operation on an associated control of the first effect;

obtaining media resources to be processed in the media resource obtaining interface; and

displaying a media content editing interface of the media resources, and presenting in the media content editing interface the media resources processed using a current effect, wherein the media content editing interface is configured to edit image information and/or audio information of the media resources to obtain the first media content, and the current effect comprises the first effect.

3. The method according to claim 2, wherein displaying the editing item of the first effect comprises:

displaying a first editing item of the first effect in the media content editing interface; and/or

displaying, in response to a first editing item display operation on the media content editing interface, a second editing item of the first effect in an effect editing interface of the first effect, or a second editing item of the first effect in the media content editing interface.

4. The method according to claim 3, wherein creating and generating the second effect based on the editing operation on the first effect comprises:

creating and generating the second effect by processing the first effect based on the first editing item and/or processing the first effect based on the second editing item;

generating the first media content within the current application based on the second effect comprises:

presenting, in the media content editing interface, the media resources processed using the second effect.

5. The method according to claim 2, wherein before switching to the media resource obtaining interface in response to the triggering operation on the associated control of the first effect, the method further comprises at least one of:

presenting a second media content and the association control of the first effect in a media content presentation interface, the second media content being generated based on the first effect;

presenting effect information of at least one effect and the corresponding associated control in a preset effect presentation interface, the at least one effect comprising the first effect;

presenting detailed information of the first effect and the associated control of the first effect in a detail interface of the first effect.

6. The method according to claim 5, wherein the media resource obtaining interface comprises a capturing interface of media content, and the method further comprises:

presenting, in the capturing interface, an image generated by using the first effect; and/or

displaying, in the capturing interface, an editing item of the first effect.

7. The method according to claim 1, wherein displaying the editing item of the first effect comprises:

displaying the editing item of the first effect in an effect editing interface of the first effect in response to a second editing item display operation, the second editing item display operation applied on a preset effect presentation interface or a detail interface of the first effect, and the preset effect presentation interface being configured to present effect information of at least one effect.

8. The method according to claim 7, wherein after creating and generating the second effect based on the editing operation on the first effect, the method further comprises:

obtaining media resources to be processed;

displaying a media content editing interface of the media resources, and presenting in the media content editing interface the media resources processed using the current effect, wherein the media content editing interface is configured to edit image information and/or audio information of the media resources to obtain the first media content, and the current effect comprises the second effect.

9. The method according to any of claims 2-6 and claim 8, wherein the image information comprises effect adjustment information generated when an image of the media resources is processed by using the current effect, and the effect adjustment information comprises a plurality of candidate effect selection items and/or a control for effect intensity adjustment.

10. The method according to claim 9, wherein presenting in the media content editing interface the media resources processed using the current effect comprises:

determining, in response to an adjustment operation on the effect adjustment information, a target effect obtained by processing the media resources based on the current effect;

presenting, in the media content editing interface, the target effect corresponding to the media resources.

11. The method according to claim 10, wherein the adjustment operation on the image information comprises a selection operation on the plurality of candidate effect selection items and/or a triggering operation on the control for effect intensity adjustment.

12. The method according to claim 10, wherein the media content editing interface comprises a first area for presenting the plurality of candidate effect selection items and/or the control for effect intensity adjustment, and a second area for presenting a preview image corresponding to the target effect.

13. The method according to claim 12, wherein after presenting in the media content editing interface the media resources processed using the current effect, the method further comprises:

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

14. The method according to any of claims 5-7, wherein the effect information comprises at least one of: poster information, effect name, effect keyword information, or effect usage information.

15. The method according to any of claims 1-8, wherein the editing item comprises a first editing item and/or a second editing item, the first editing item comprises a candidate effect selection item and/or an effect intensity editing item, and the effect intensity editing item is configured to edit an effect intensity of the first effect; the second editing item comprises a style editing item and/or a keyword editing item, the style editing item is configured to edit the effect style information of the first effect, and the keyword editing item is configured to edit the effect keyword information of the first effect.

16. The method according to claim 15, wherein the editing item comprises a second editing item, and displaying the editing item of the first effect comprises at least one of:

displaying an effect style editing item, the effect style editing item comprising at least one effect style information, the at least one effect style information comprising first effect style information of the first effect, and the first effect style information being displayed as in a selected state;

displaying an effect keyword editing item, the effect keyword editing item comprising at least one effect keyword information, the at least one effect keyword information comprising first effect keyword information of the first effect, and the first effect keyword information being displayed as in a selected state.

17. The method according to claim 16, wherein after displaying the editing item of the first effect, the method further comprises:

editing the first effect in response to an editing operation on the first effect, the editing operation applied on the editing item.

18. The method according to claim 17, wherein editing the first effect in response to the editing operation on the first effect comprises at least one of:

switching, in response to a selection operation on second effect style information in the at least one effect style information, the second effect style information from an unselected state to a selected state, and the first effect style information from a selected state to an unselected state;

switching, in response to a selection operation on second effect keyword information in the at least one effect keyword information, the second effect keyword from an unselected state to a selected state;

switching, in response to a deselection operation on the first effect keyword, a first effect keyword corresponding to the deselection operation from a selected state to an unselected state;

updating, in response to a modification operation on third effect keyword information in the at least one effect keyword information, the third effect keyword information, and displaying the third effect keyword information as in a selected state;

cancelling, in response to a deletion operation on fourth effect keyword information in the at least one effect keyword information, a display of the fourth effect keyword information.

19. The method according to claim 17, wherein the editing item comprises a second editing item, the second editing item comprises a keyword editing item, and editing the first effect in response to the editing operation on the first effect comprises:

displaying, in response to an effect keyword information addition operation, an effect keyword input area for a current user to input fifth effect keyword information;

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

obtaining, in response to the effect keyword input operation, the fifth effect keyword information, and additionally presenting the fifth effect keyword information.

20. The method according to any of claims 1-8, wherein after creating and generating the second effect based on the editing operation on the first effect, the method further comprises at least one of:

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

posting the first media content and the second effect in the current application in response to a second posting operation for the first media content.