

ABSTRACT

An image special effect configuration method, an image recognition method, and apparatuses, relating to the technical field of information processing. The image special effect configuration method comprises: obtaining an image element (S101); in response to a special effect configuration operation for the image element, obtaining a target multimedia resource corresponding to the image element (S102); associatively storing the image element and the target multimedia resource to a special effect configuration file (S103), the special effect configuration file being used for performing special effect configuration on an original image, so as to play the target multimedia resource when the image element appears in the original image. A user can customize the image element and set the corresponding target multimedia resource, and the corresponding target multimedia resource is played when the image element is recognized, so that the configuration of the image specific effect is more flexible.