**ABSTRACT**

**Objective:** According to researchers, visuality appeals to the cognitive aspects of image consump­tion, hence, the nature of information technologies becomes more important than the content itself. Based on this relevance, the article’s aim is twofold: when seeking to better understand the phenomenon of visual information to analyse the visual communication experience of public relation professionals who apply visual solutions to achieve a specific effect in their work.

**Methodology:** A quasi-structured in-depth interview of the experts and the method of inter­pretive phenomenological analysis were used to gather and process the data of the research.

**Findings:** The paper presents insights into the interaction between receiver’s visual information experience and one’s world view. The research revealed that the visual information influences a person’s perception and interpretation of a message when it serves as supplement for infor­mation alongside text in press, advertisement, etc.

**Value Added:** Based on the research, the visual information experience was defined as an instantaneous action of giving meaning to personal experience and imagination by finding the intersection of narratives between the image and oneself.

**Recommendations:** A narrow boundary exists between the stimulation and constriction of the observer’s imagination when analysing the visual message. With the help of image communi­cation, a new reality can be created. To reach effective communication, it is recommended to avoid abstract images that allow the observer’s imagination to give it whole other meanings than intended by the sender of the message.