















author made the following conclusions: the 360° illustration is the ultimate version of the structure of the classical pictorial image with a direct perspective, which at the same time carries out a “Copernican revolution” in terms of the viewer’s attitude to the artistic image (from a passive recipient, he turns into active interpreter and co-author of the artist), thus, on the one hand, illustrators get to expand the repertoire of their own expressive means (partly borrowing the techniques of screen arts), and, on the other hand, the viewer gets the opportunity to be “inside” the image and experience it as a subjective aesthetic experience.

*Keywords:* 360° illustration, spherical illustration, panoramic illustration, digital illustration, contemporary illustration, media art

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