**Comparison and Contrast of Josef Müller-Brockmann’s ‘Weniger Lärm’ poster (1960) and the CBS logo (1951)**

Using grids for the organization is a symbol of a presumed mental setting that signifies that the person responsible for doing the particular design perceives what he does in a way that is constructive and focused on the future. The organization also symbolizes a specific character of uniqueness, the beauty of mathematics, a particular objective and role. The works with grids are seen as general culture; hence they form part of the culture. The constructivist design is viewed as a means that can be used to perceive society and how they perceive colors and forms. The procedure involves the conversion of laws designed to become practical solutions (Brockmann 2). Therefore, when a person uses the grid system, they submit to the rules providing universal validity. An image can interpret various factors, and those keen to observe and perceive existing matters in society; they can depict what a particular embodiment is directed towards. Josef Müller-Brockmann’s ‘Weniger Lärm’ poster of (1960) and the CBS logo of (1951) will be analyzed to seek what the designer of each image had in mind the key similarities and differences.

**Similarities**

According to Doordan (1), The CBS "Eye" is among the most famous American logo of the contemporary television era. This straightforward, solid design is significant because it is easily identifiable and transmits the knowledge that one sees through the CBS television network quickly and confidently. Another element in the popularity of this Corporate Wrap is Golden's original template for the CBS eye. The eye is portrayed as a sequence of pictures, in print adverts and animation, in black and white color since its introduction in 1951. Further, Doordan (2) explains that symbols are duality as they offer meanings from the causes. The two images have a purpose and a reason that made them drawn in a particular way, for example, the girl screaming as she closes her ears and the eye as a logo for a media company. Images should be positive much as it intends to pass a particular message.

On the other hand, Higgins (4) uses various stories and describes that each story goes more profound than the related facts. The central theme is based on modernism, centrally focusing on the expansion of America. The two pictures each have something that they are directed towards describing. It is worth noting that one does not have to be told why CBS used the eye as their logo. It is a symbol that, when analyzed, would be explained that the company focuses on the achievement of their media role. Brockmann's poster also had an intended message as it was being posted, leading to the similarity of Brokmann's sign to the CBS logo since it was also used as a method as a mode of expression and fulfilling the intended objective.

**Differences**

The first notable difference is with the grid system. Drucker and McVarish (259) discuss various international styles and corporate identities. They argue about the multiple reasons why the graphic design was used and how it was used. The two pictures have also been used to explain a different perspective because; The CBS logo has been used to brand the media company. Unlike Brockmann's poster that is directed towards passing a specific message focused on a particular issue.

Secondly, many factors should be considered when designing an image posted for the public to see. Brockmann's poster is seen to be solely centered and focused on the fundamental principles of international and national regulation. Some things are crucial, especially when people are likely to identify the message being passed. The system used is a grid system for posters like the one that belongs to Brockmann. On the other hand, unlike Brockmann, CBS uses the logo to market; therefore, there is less of the grid method applied because, for the theme, their main aim is to focus on marketing their brand rather than communicate.

Thirdly, according to Higgins (3) story of evolution and modernization, of America was a very easy procedure and they moved from agrarian to industrialize. There are various things that people may have had fear of trying simply because they were not sure of the outcome. Brockmann gives people courage to speak out loud about what they think about the society using the poster not forgetting to consider all rules. While making a logo, CBS is only required to maintain uniqueness and also help attract good clients for them (Drucker & McVarish 262). From the logo one would describe CBS as diligent and also very keen at what they do in their work. It also shows that they are the eyes of the people.

Conclusion

There are various similarities and differences from various pictures of graphic signs that are mostly categorized into logos or posters. A logo is like the brand name of the company and it is used to create a good brand name of the company depending on the services that they offer. On the other hand, a poster has a message directed towards a particular issue and can be related to something that can also be recognized world-wide. Through works of different authors and their definitions about various factors incorporated under each, one is easily able to discuss the similarities and the differences of the two. In a case where they would be required to also be used in the same page especially if they speak the same message, they can also be used. The differences are also easily identifiable considering some of the factors like grid which Brockmann highly considers in his work.

Works Cited

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