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Mockup A

The concept is clear with this mockup with the emphasis on the darker red/brown color that we see consistently throughout the website. Despite having a gradient background, I appreciate your choice in color for the copy since the copy is still readable. The third and fourth icon does not appear super obvious to what that page will contain. Perhaps, you could add a title underneath the icons? I also believe it seems less conventional to only have icons as a nav bar item for a website, but it makes sense for a mobile device. I like your choice in typography since it gives a more modern feel. I like the image of Aang next to the Characters button on the mobile device. It would be nice if you could also incorporate that onto the website version, so it remains consistent between devices.

Mockup B

I like the idea of having a launch screen with the button saying “Begin the journey.” However, I don’t believe it would too necessary unless there would be some animation or cool effects that would occur after clicking the button. Another idea, if you want to still incorporate the launch screen, could be a quick question asking users which tribe/nation they would join. The typography goes well with this concept and contributes to the ancient scroll feel. For the website, I would suggest having a navigation bar of some sort or an indication as to where the arrows on the sides of the page would take you, so users have an idea of what they would see before selecting the arrows.