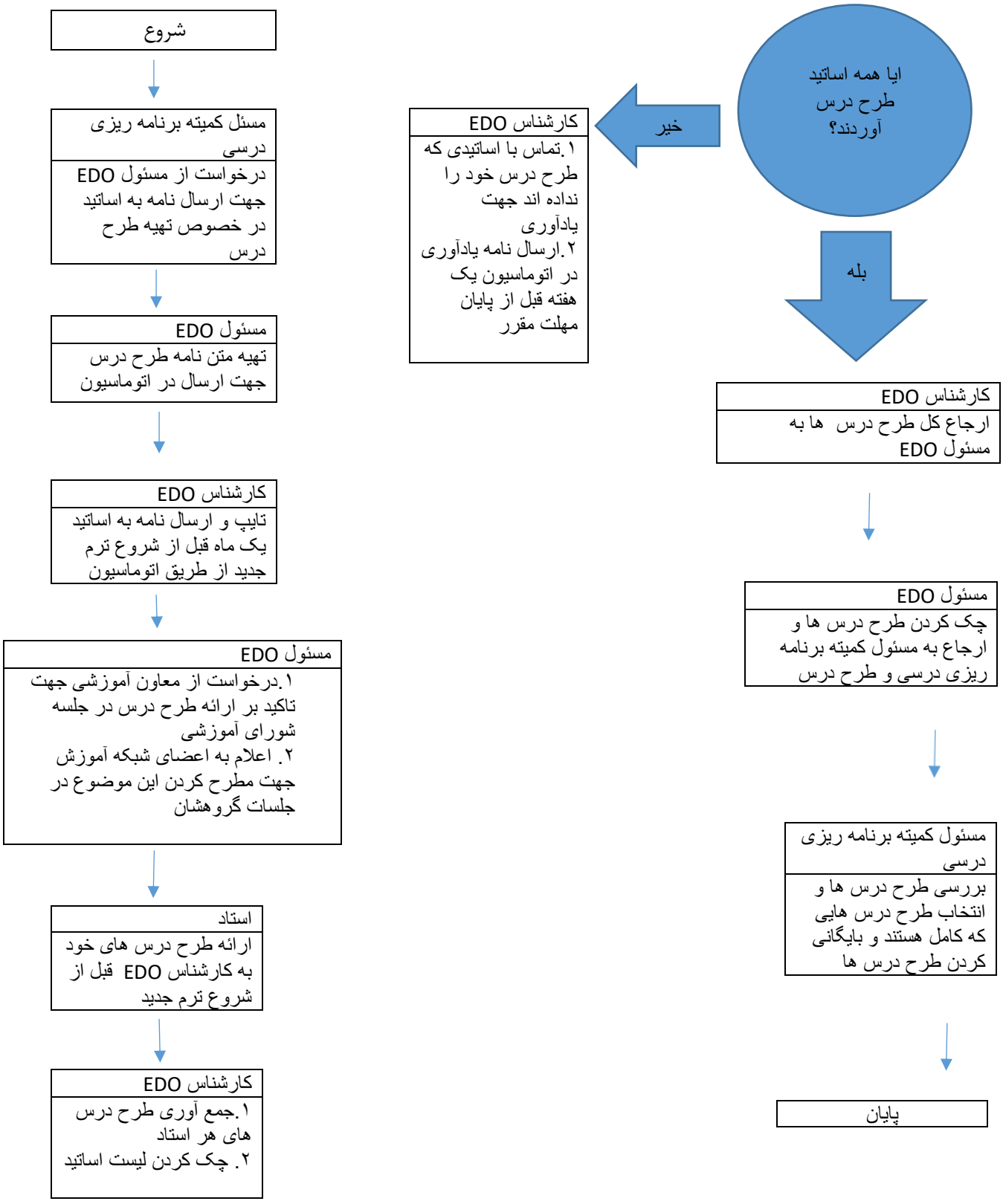فرآیند تهیه طرح درس