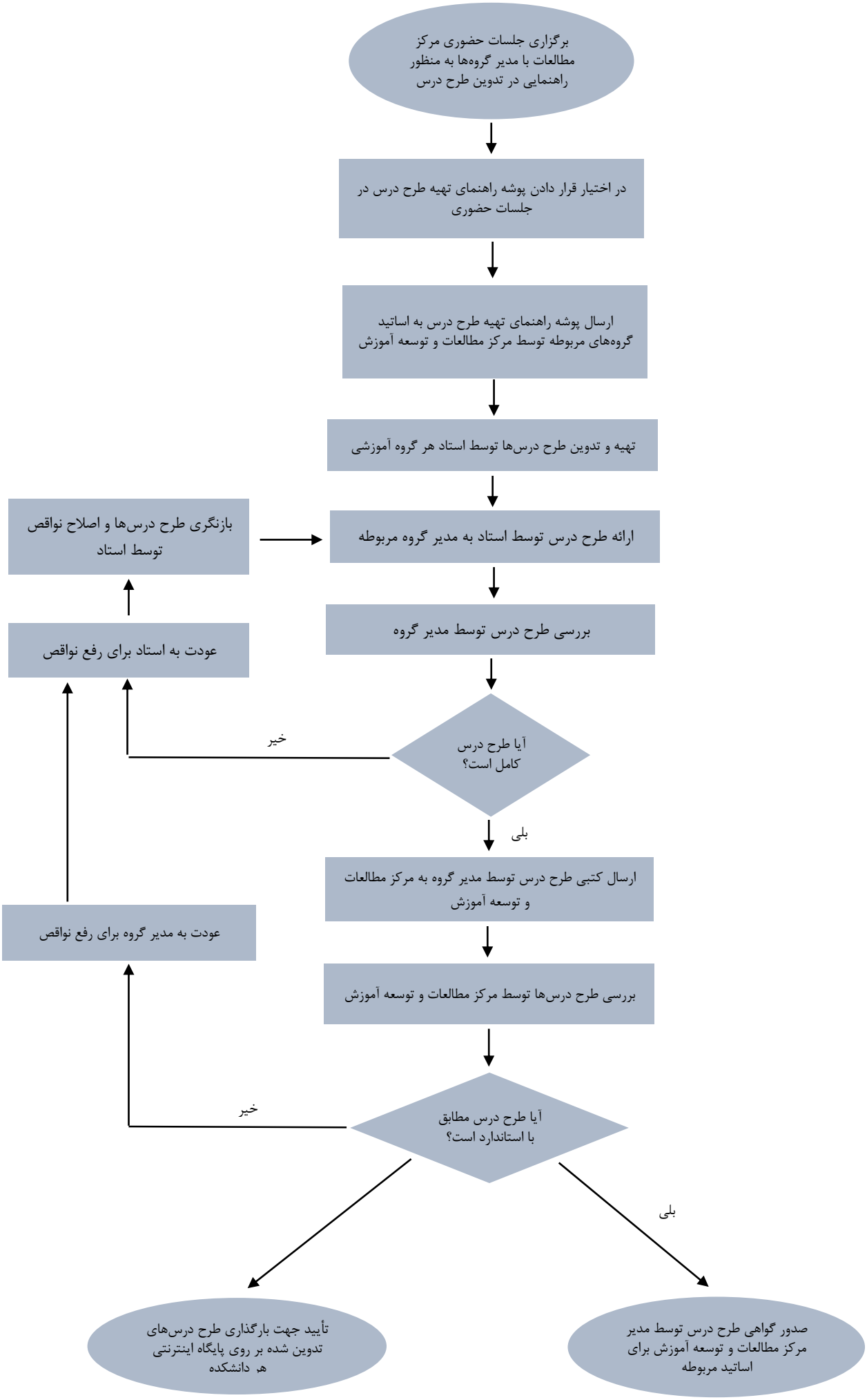فرایند تدوین طرح درس