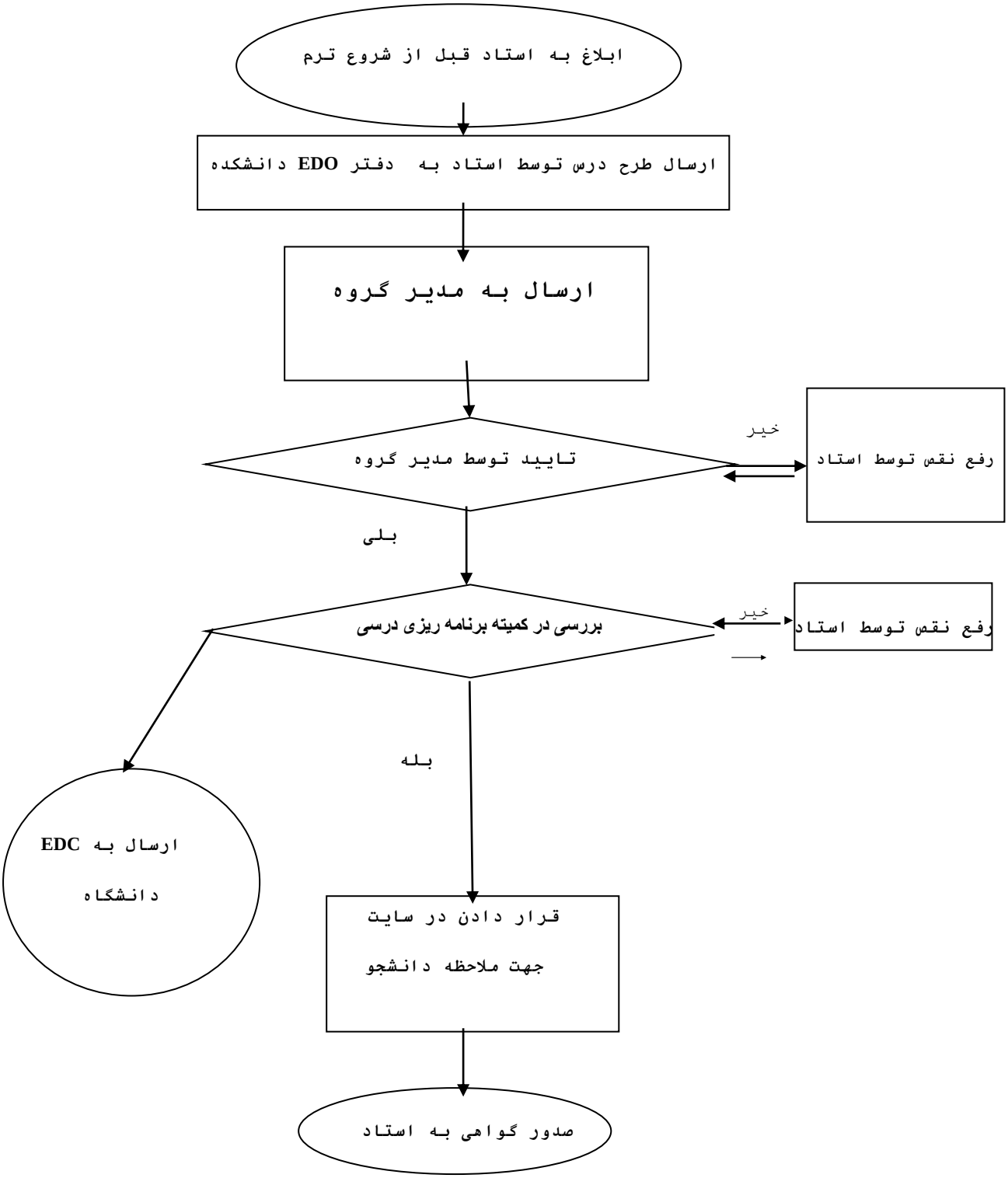فرآیند طرح درس